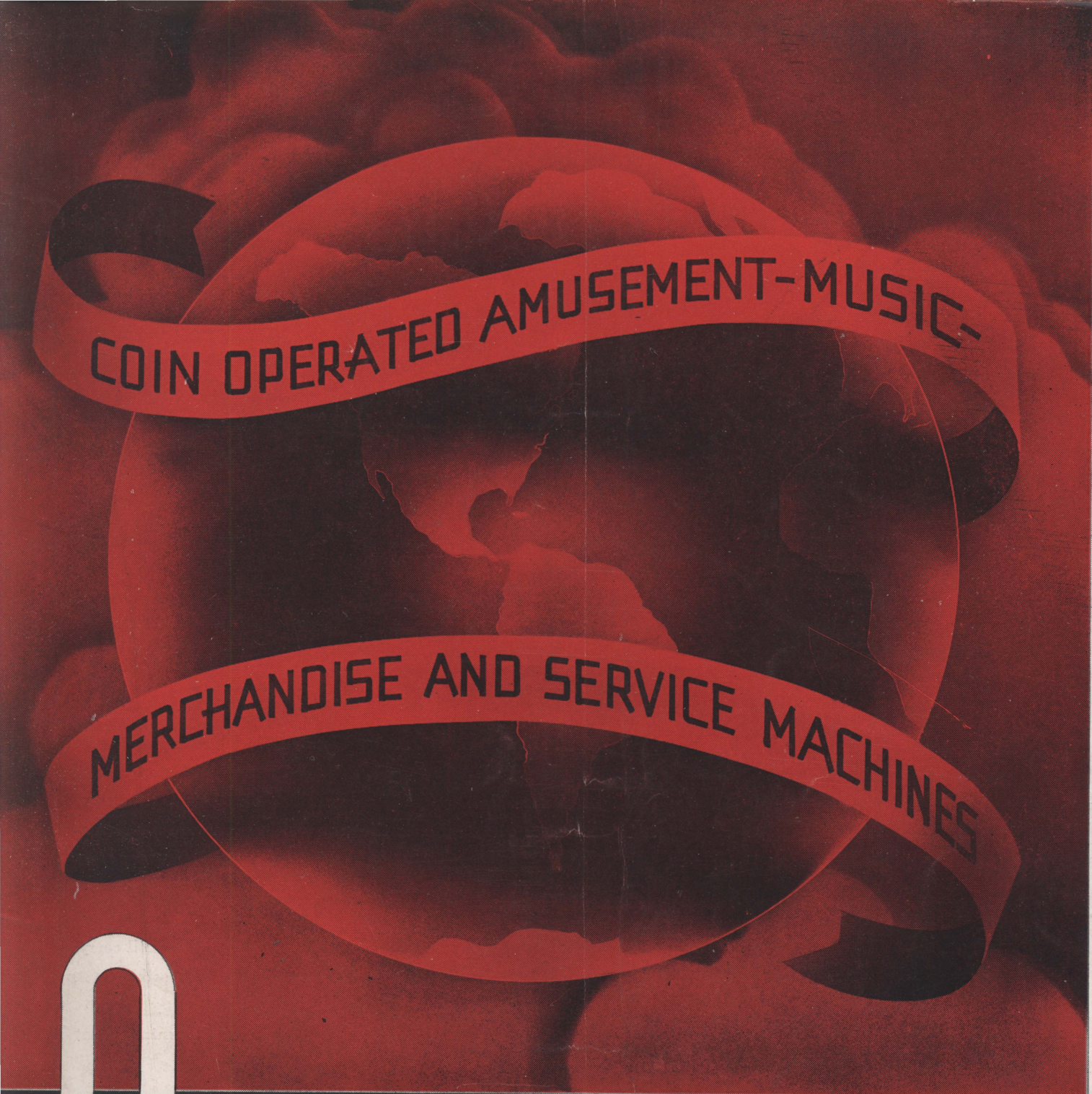


AUTOMATIC WORLD

VOLUME 10

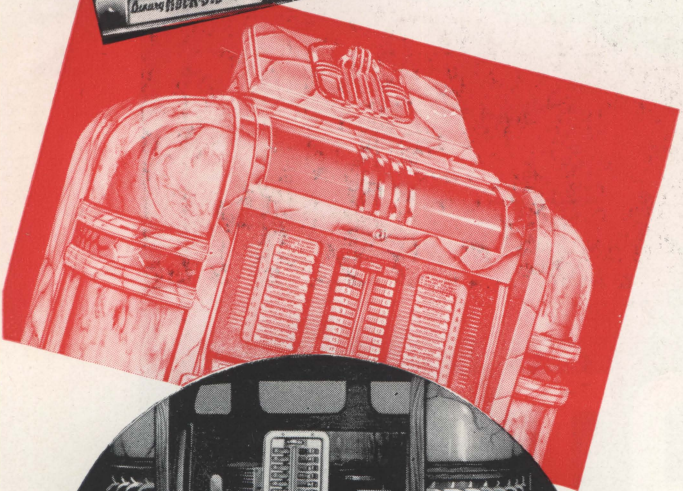
MAY, 1940

NUMBER 6

REASONS-A-PLENTY

WHY THE TREND IS TO

ROCK-OLA



ROCK-OLA SELLS TO OPERATORS ONLY

COLORFUL MOVING LIGHTS

Gay—glamorous—appealing—alive with colorful moving beauty. Irresistible to the eye; a powerful motive in stimulating play desire. A Rock-Ola Luxury Lightup Phonograph harmonizes with any interior, large or small. A Rock-Ola is an added attraction to the finest location.

SENSATIONAL LINE-O-SELECTOR

Easy to see . . . easy to read . . . easy to reach. Large, roomy transparent keys illuminated and numbered. Eye-level Line-O-Selector panel enables patron to make record choice with ease and comfort. Program holder consists of two panels that are quickly removed for servicing.

AUDITORIUM TONE

The Auditorium Speaker on Rock-Ola's Super Model has full carrying power in the largest rooms. Makes true tone beauty possible by conserving and distributing all essential high notes. Gives your patrons clear reproduction for listening pleasure. An unusual earnings booster.

FRONT DOOR ACCESSIBILITY

A turn of the key and the front door is open. Every mechanical unit is in plain sight and easy to reach. A great convenience and time saver in changing records, collecting money, or removing parts. Front door accessibility is an added feature on all Rock-Ola Phonographs.

AND LOTS OF OTHER REASONS

Dual motors for efficiency . . . service-free changer mechanism . . . Multi-Selective . . . newly designed 1940 metal-encased crystal pickup . . . micro-sensitive switches . . . easily accessible volume control . . . new cash box serviced from outside . . . automatic Play Register . . . perfected amplifier . . . and many additional features for greater value.

STRIKE UP THE BAND RMC IT'S ROCK-OLA FOR '40

SOUTHWEST DISTRIBUTORS

for Rock-Ola Luxury Lightup PHONOGRAPHS

THESE WELL KNOWN SOUTHWEST DISTRIBUTORS LISTED BELOW CAN GIVE YOU SUPER SERVICE AND PROMPT DELIVERIES ON ROCK-OLA LUXURY LIGHTUP PHONOGRAPHS. WRITE, PHONE, WIRE OR GO TO SEE THEM

FISHER BROWN

2206 South Harwood Street — DALLAS, TEXAS

Telephone 4-6131

UNITED AMUSEMENT CO.

310 South Alamo Street — SAN ANTONIO, TEXAS

Telephone Cathedral 14311

STELLE & HORTON

1513 Louisiana Street — HOUSTON, TEXAS

Telephone Fairfax 4096

LOUISIANA AMUSEMENT CO.

822 Carondelet Street — NEW ORLEANS, LOUISIANA

Telephone Raymond 1770

AUTOMATIC WORLD

120 St. Louis Avenue
FORT WORTH, TEXAS

AUTOMATIC WORLD PUBLISHING CO.

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THE SOUTHWEST MAGAZINE OF THE COIN MACHINE INDUSTRY

12

THE UNION LABEL

► A certain coin machine trade paper publisher kinder "flipped his lid" last month when he carried a number of little readers scattered through his magazine which read this way: **"Didja-no the —— is the only monthly publication in this industry carrying the union label. Think that over!"**

Well, we searched all over the sheet for the said label but never found it. No doubt, he has it but if the union label means anything (and it should) to the coin machine industry, then let's carry it on our editorial page just like the WORLD is doing this month.

Every issue of AUTOMATIC WORLD since its conception more than ten years ago has been printed in a union shop, Branch-Smith Printers, Union Shop No. 12, Fort Worth, Texas. We can put the Union Label on every job that goes out of the plant. AUTOMATIC WORLD is not only printed in a Union Shop but is bound and mailed by Union bindery workers and Union mailers. If said publisher wishes to check and double check on the above information, shoot away.

We do not know how many of the coin machine trade papers are not printed in a Union shop, but we do know that AUTOMATIC WORLD has never been "farmed" around all over the country, in Union shops and non-union shops. It has never had but one home and that is where it is now being published, 120 St. Louis Avenue, Fort Worth, Texas, and the UNION LABEL IS NUMBER 12. "THINK THAT OVER!"

We are watching for your UNION LABEL in your next issue. This means ALL coin machine trade journals. Can you show it?

NEW BALLY NOVELTY GAMES

Demand for novelty and free play games is steadily increasing in all sections of the country, according to Ray Moloney, president of Bally Mfg. Co., who stated his company is meeting the demand with two new games, Glamour and Charm.

"Glamour," Moloney stated, "is the kind of game high score fans can't resist. It's got plenty of colorful flash, dazzling lights and eye-appeal to get 'em started, plenty of action to keep 'em going! Illuminated rubber-tire bumpers, flashing on and off like fire-works . . . scoring 1000 when lit, 100 when not lit. Six roll-overs that boost score in new, exciting way. Bumpers and roll-overs light in tantalizing rotation, but can be lit by skill! In addition to the high score feature, Glamour has a clever 'spottem skill' or 'group bumper' idea which provides the big winner appeal insuring continuous repeat play. In fact, Glamour combines enough action and appeal for two or three hit games—all packed into one high-speed money-maker.

"Charm is a 'buy-back' game that appeals to all types of players. Average conservative players are charmed by Charm, because they know the wide-open board gives them a run for their money, a chance to win with 5 balls. Unlimited buy-back insures big extra profit, as players keep shooting extra balls at a nickel each to turn the Futurity Award into actual free games. New 2-way skill feature, whereby one free game is forfeited for each bumper hit with a buy-back ball, adds excitement, as players shoot to hit only bumpers needed to light all 15 numbers.

"In addition to Charm and Glamour, Triumph continues in demand; and another feature game, Mascot, is ready for immediate release. All are convertible, free play or novelty, and all are giving a good account of their earning power on location."

MARION AND SILVER KING BAG A LARGE ONE

And we really mean a large one! But we're not talking about fish. Marion Company of Wichita, Kansas, distributors to jobbers and operators, recently sold 300 Silver King vendors to one account. And what's more the whole transaction was conducted on a cash basis.

Dave Marion said that this deal reminded him of the good old days when sales like these were a common occurrence. He also said that although his company made the sale the merits of the Silver King vendor had much to do with closing the deal.

And the buyer was well pleased, too. He knew that Automatic's Silver King was one of the best vendors on the market. He knew that Automatic Games was a reliable manufacturer of quality vendors. He also said that it was a pleasure to deal with Dave Marion and a company as fine as his.

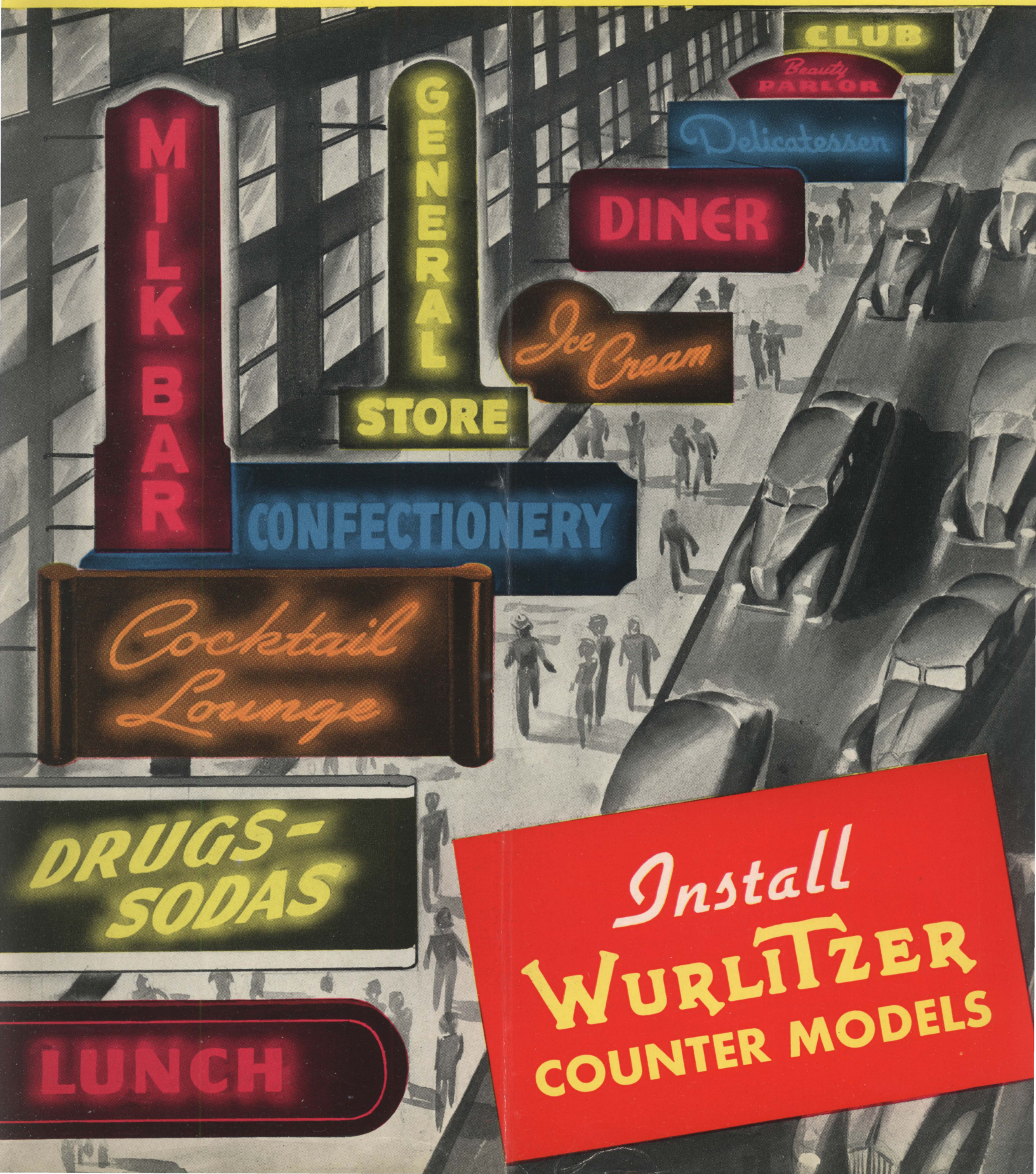
Policeman: "Hey, what are you trying to do?"
Inebriate: "I'm trying to pull this lamp off the bridge, hic, my wife wants a bridge lamp."

Money must be getting more plentiful. A Denver paper has an ad which says: "Money to loan to farmers for feeding cattle."

I love the man who can smile in trouble.

Another order for Rock-Ola Luxury Lightup Phonographs at Standard Automatic Music Company, Little Rock, Arkansas. Left to right: Cliff Cashion, Roy Bangs, R. W. Hunter, Rock-Ola District Manager, and W. J. McPike. Cashion and McPike, proprietors of Standard Automatic, are Rock-Ola distributors.

Take the Easy Road to GREATER PROFITS



Sensational New 1940
WURLITZER COUNTER MODELS

OPENING UP THOUSANDS OF NEW LOCATIONS FOR WURLITZER MUSIC MERCHANTS

With 100,000 SODA FOUNTAINS . . . 200,000 DINER CARS, LUNCHROOMS AND RESTAURANTS IN THE UNITED STATES

. . . AS WELL AS HUNDREDS OF THOUSANDS OF DRUG STORES — CONFECTIONERY STORES — TOURIST CAMPS — COCKTAIL LOUNGES — GENERAL STORES — BEAUTY SHOPS — CLUB AND LODGE ROOMS

THE FIELD FOR WURLITZER COUNTER MODELS IS IN THE SAME UNDEVELOPED STAGE AS WAS THE CONSOLE MODEL FIELD FIVE YEARS AGO!

• There are hundreds of thousands of small locations in America—a big percentage of which are "naturals" for Wurlitzer Counter Model Phonographs.

Take advantage of this virgin market with Wurlitzer's sensational new Counter Models—Model 41 the smallest Counter Model ever built—

Model 71 the Counter Model with big Console Model features—

Both are complete phonographs with built-in speakers—Glamour Lighting — Visible Record Changers.

Here is a wide-open opportunity to double the size of your operation — to multiply your profits — to test the earning power of locations for the installation of Wurlitzer Console Models later on. The investment required is small — the profit possibilities are large.

Now—as when Console Models were first introduced—success depends on *quick action!* Write or wire for details — today!

MODEL 71

TAP THE BIGGEST UNDEVELOPED FIELD IN THE AUTOMATIC MUSIC BUSINESS WITH WURLITZER'S GREAT COUNTER MODELS

MODEL 41

Cash in!

ON THIS BIG UNDEVELOPED OPPORTUNITY

in Your Locality

Check These

WURLITZER COUNTER MODEL

Locations In Your Locality

ROADSIDE STANDS

AIR TERMINALS

GENERAL STORES

DINERS

TAVERNS

SUMMER RESORTS

COFFEE SHOPS

MILK BARS

FILLING STATIONS

ICE CREAM STORES

PUBLIC SWIMMING POOLS

FOUNTAIN-LUNCHEONETTES

CONFECTIONERY STORES

INDUSTRIAL RESTAURANTS

CIGAR STORES

POOL ROOMS

YMCA's—YWCA's

BEAUTY SHOPPES

LODGE ROOMS

SOCIAL CLUBS

BARBER SHOPS

BOWLING ALLEYS

DRUG STORES

COCKTAIL LOUNGES

BARBECUE STANDS

RESTAURANTS

TEA ROOMS

HOTELS

DELICATESSEN STORES

BUS TERMINALS

EXCURSION BOATS

INDUSTRIAL RECREATION ROOMS

LUNCH ROOMS

YOUR LOCALITY

TOURIST CAMPS

AMUSEMENT PARKS

GOLF and BOATING CLUBS

- Right in your locality there are hundreds of locations where a Wurlitzer Counter Model will pay big profits.

Put a Wurlitzer Counter Model in every one.

Don't wait until the field is crowded. Write, wire or phone for prices now!—and boost your income to new high levels this summer.

The Rudolph Wurlitzer Company, North Tonawanda, New York. Canadian Factory: RCA-Victor Co. Ltd., Montreal, Quebec, Canada.

A NAME FAMOUS IN MUSIC FOR OVER TWO HUNDRED YEARS

DEAF OPERATOR

Clennan S. Scott, of Huntsville, Texas, Is Deaf But Operating Coin-Machines Is a Real Business to Him

● It is believed that Clennan Scott, head of the Scott Novelty Company, Huntsville, Texas, is the only deaf coin machine operator in Texas, as far as we know. He entered the coin machine business in 1934. He found the business very pleasant and he has continued in it ever since. He was at one time a member of the operating organization headed and owned by Eddie Schatz, Jr., who was at that time located at Brenham, Texas. Eddie is now located at Austin, the state capitol city.

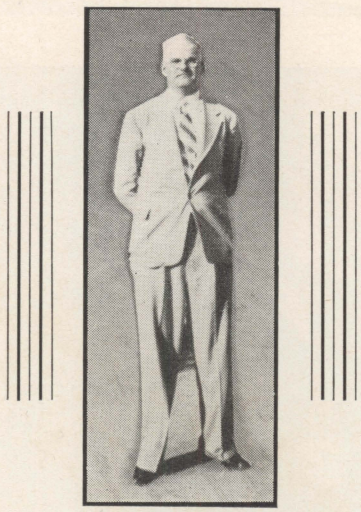
Mr. Scott says that to succeed in the operating business one must deliver good service and use only good equipment. Most locations, Scott finds, do not care who puts equipment in their places of business just so long as the machines make money for the location. All they want is good service, good machines and good merchandise. The deaf operator says that he never has any trouble securing locations and he always manages to get along with them.

Scott is a clean cut fellow, always neatly dressed and has a smile for everyone. He has serviced every type of coin-operated device that has been operated in Texas since back in 1934. He recalls the early days of the marble tables and puts on a wide grin when you mention Jimmy Johnson's "Put 'en Take," the first one ball automatic payout to hit Texas. Many a Texas operator is living today off receipts taken in by those old faithful "Put 'en Take" money getters. "Ah, will such days ever return?" asks Scott, with a sigh.

"Sure there are a lot of headaches in the business," says Scott, but after all it's a swell business to be in and by working hard a fellow can make a good living."

This outstanding Texas operator wishes to tell the entire world that operating coin machines is not a racket—a get-rich-quick scheme but a living if you extend courtesy, fair treatment and please your locations. He also advises operators not to give too high commissions if you want to stay in business. If a location insists on too much commission Scott does not leave the equipment and if a spot raises commissions on him he simply moves his machines out because you can find more locations. He also states that operators should not fight each other or against each other. He insists that there is enough business for everyone and operators should remember that they are ALL just human beings and all alike in every respect.

Scott can't talk back to the location owners and neither can they talk to him because he can't hear what they might be saying. However, he can deliver his message with the aid of a pencil and pad faster than a telegraph key can click off a message. He writes one of the most artistic hands one ever looked at and he writes it faster than lightning.



Clennan S. Scott

Clennan S. Scott is an ideal operator and an asset to the operating business. He hopes to make a trip to the Coin Machine Show in Chicago, with Eddie Schatz next January. Says he has been in Chicago once and that was before he entered the coin machine business.

EXPANSION PROGRAM TWO NEW VENDORS BY AUTOMATIC GAMES

Automatic Games of Chicago, one of the leading bulk vendor manufacturers of the industry, recently announced the leasing of new and larger factory space at 2422 Fullerton Avenue. This change was necessitated, says Mr. Burt of Automatic Games, because of the increased demand for their well known line of Silver King vendors, and because of the addition of two new machines to their line.

Their new King Jr. vendor, which was introduced at the Coin Machine Show, met with such approval that it was not long before their factory was becoming inadequate. And just this month they announced a new deluxe Ash-Tray Model King Jr. This Ash-Tray Model is the same ruggedly built, good looking King Jr. with a handsome non-tarnishable magnesium alloy ash-tray base. Operators report this new model easy to place in the best locations for both table and counter use.

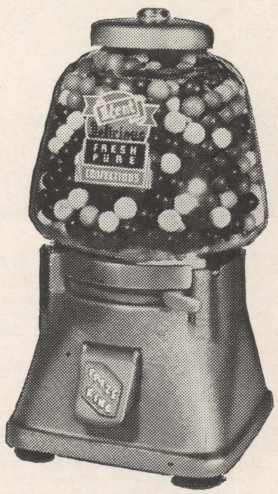
Automatic Games also announced this month a new half-inch eleven hundred size ball gum vendor. This new machine which will be known to the trade as the "Prize King," was put out by Automatic Games because of the many requests that they had from jobbers and operators for a well built vendor that would handle half inch and five-eighth inch ball gums. The Prize King has a specially constructed mechanism with a two ball reserve chamber which eliminates all possibility of missing or jamming. And of course the Prize King has the same beautiful lines and finishes which care characteristic of all of Automatic's units.

These new units are needed and demanded by the operator. And the best news is that they are moderately priced so operators can add them to their present routes with small additional investment.

According to some American scientists, every man, by slowing down growth, may soon live to be 100. But even if that happens, we shall still have a good way to go to beat certain other creatures. A tortoise which recently died in the London Zoo was stated to be 400 years old, while tortoises in general usually reach about 200. The elephant, eagle, swan, and crow can all attain 100. Crocodiles, if left alone, often reach 300, while whales, according to some, are regular Methuselahs, many reaching the age of anything from 500 to 1000. But for longevity animals must hand the palm to trees. Both the Baobab and American Redwood are known to reach 2000-4000 years.

KING Jr. 3.95
(Send for Circular)

THE NEW PRIZE KING
Eleven Hundred Size Ball Gum



Especially built for PRIZE BALL GUM OPERATION. A 2 BALL RESERVE CHAMBER makes this quality built vendor MIS-PROOF and JAM-PROOF.

$5.50 Each
In Lots of 10
See Your Jobber—Single Units $6.50

AUTOMATIC GAMES
2425 Fullerton Ave., Chicago

WURLITZER NEWS

Ed Wurgler, Wurlitzer Factory Representative; Fred Barbee, Wurlitzer District Manager of Indiana and Kentucky; Proprietor Joe St. Charles of the Old Kentucky Tavern and J. E. Cobb of the Kentucky Springless Scale Company, Wurlitzer Distributors of Louisville, help celebrate this location's third anniversary party.

OLD KENTUCKY TAVERN CELEBRATES THIRD ANNIVERSARY WITH COMPLETE WURLITZER EQUIPMENT

Last month Louisville's Old Kentucky Tavern celebrated its third anniversary. Long a leading entertainment spot in the Southland, Proprietor Joe St. Charles staged a gala anniversary celebration before a crowd so dense that his facilities were taxed to the limit and many customers were turned away.

"Despite the huge crowd," reports this popular proprietor, "no one had any difficulty playing or enjoying our Wurlitzer Model 800. In addition to the Wurlitzer Phonograph, we have a Wurlitzer Wall Box in every booth as well as one on the bar and another in the dance hall."

"We make it easy for our patrons to enjoy Wurlitzer music and they have made it plain that they appreciate the convenience. During our Anniversary Party and, in fact, every night, our Wurlitzer is playing practically every minute and has proved a great drawing card."

Mr. St. Charles also operates an outdoor dance pavillion where, in warm weather, patrons dance under the stars to the music of a second Wurlitzer 800.

"You can't talk any other make of automatic phonograph to me," says this successful host to Louisville's entertainment seekers. "Wurlitzer's the Winner with the finest phonographs and the best auxiliary equipment ever made."

LEFT—STERLING GUESTS—Clarence Erk, Maple City Amusement Co., Honesdale, Pa.; Milton Bainbridge, Sales Representative; W. G. Williams, Maple City Amusement Co.; George Leunes, Location Owner; A. J. Polt, Maple City Amusement Co., Irwin Williams and Charles Racht, Waymart Music Merchant.

BEN STERLING STAGES PARTY

If there is a man in Pennsylvania with more friends than Ben Sterling, Wurlitzer Distributor of Rocky Glen Park, Moosic and Scranton, Pa., he's unknown to us.

Maybe it's because Ben is a good straightforward business man. Or maybe it's because when he entertains, Ben does it up brown. Good example of his abilities along the latter line is the party pictured above.

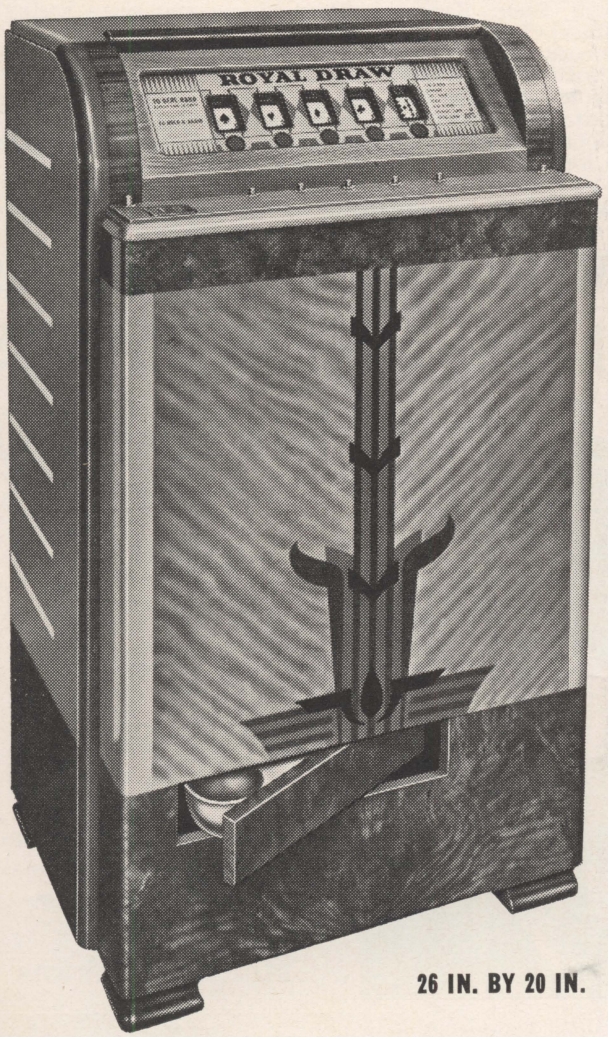
Here Ben assembled a group of his own employees, local Music Merchants, some of their relatives and tossed in a few location owners for good measure. What happened? Everybody had the time of his life—as everybody always does at Ben Sterling's parties.

When a good businessman is also a good host he makes friends and friends make business—which is probably why Ben Sterling and his Sterling Service is one of the fastest moving Wurlitzer Distributors in the country.

RIGHT—Ed Green, Stroudsburg, Pa., Music Merchant; O. J. Strauss, Lehighton, Pa., Music Merchant; Milton Bainbridge, Sterling Sales Representative and Mr. Strauss' father-in-law look over the 1940 Wurlitzers.

ROYAL DRAW

BY *Bally*



26 IN. BY 20 IN.

Plays Draw Poker according to Hoyle! 5 spin-reels whirl to shuffle the deck, then click to a stop in rotation left to right. As final reel stops, all-electric mechanism responds to the "show" with mystifying accuracy, automatically releases proper payout on 3-of-a-kind or better. When winning "hand" is not "dealt" on first spin, player may press buttons in front of cards he desires to hold—and spin reels again by depositing another coin.

For bell profits where you can't place bells—and better-than-bell profits in your bell spots —order ROYAL DRAW now.

NICKEL OR QUARTER PLAY
PAYOUT OR TICKET MODEL

BALLY MFG. COMPANY
2640 BELMONT AVENUE, CHICAGO, ILLINOIS

MOLONEY FORECASTS BIG RESORT SEASON

"Sure sign of a busy summer season," says Ray Moloney, president of Bally Mfg. Co., "is the large volume of orders being received from resort territory for our Royal Draw poker-playing console-bell with the hold and future feature.

"Operators see in this great machine an opportunity to earn bell profits in locations not open to bells and better-than-bell profits in their bell spots. Royal Draw has all the spinning reel appeal of a bell, all the flash of a console—plus the poker appeal and the can't-quit fascination of the new hold and draw feature, whereby players hold one or more cards and deposit another coin to spin the remaining reels again. It's real draw poker and it's getting the biggest, steadiest play in payout history."

NEW BASEBALL GAME OPENS TERRITORY

New territory is being opened to free play multiple operation by the introduction of Bally's Sport Event, according to George Jenkins, sales manager of Bally Mfg. Co. "Sport Event," Jenkins explains, "has all the features of Bally's famous Sport Special—plus the never-failing appeal of baseball. Selections are seven demons of the diamond in action, and the four sections of the board are designated as First, Second, Third and Home. Except for the injection of the popular baseball theme, Sport Event is a regulation changing odds 4-multiple game with free-play coin-chute, and also features the 'buy-the-board' idea which is doubling and tripling multiple collections from coast to coast. Although announced only recently, Sport Event has already opened new additional territory and has enabled operators to obtain new locations, where baseball is always welcome. While the track appeal of Sport Special continues to hold first place, the baseball appeal of Sport Event is a close second and gaining in popularity."

"What made your sister so mad?" questioned Jimmie.

"Ah, she don't know what she wants," returned Bobbie in disgust. "She sent me to the drug store to get some cold cream. I got ice cream because that's the coldest kind they had an' now she's sore about it."

DECCA OPENS FLORIDA BRANCH

Decca Record Corporation has opened a new branch office in Jacksonville, Fla., at 323 East Bay street. Adrian de Montluzin is manager of this new Decca office and he is very ably assisted by R. T. Badeaux. Both of these men have been members of the Decca organization for quite some time and are very capable of rendering music operators an excellent service.

Dealers and operators throughout the Jacksonville area will welcome the addition to this new full stocked Decca branch. R. N. (Mack) McCormick, that hustling, bustling Decca District Manager, who has been in Jacksonville assisting and supervising the opening of the branch, invites all operators who visit Jacksonville to make the Decca offices their headquarters. Mack says that both Adrian and R. T. will welcome operators at all times and assist them in every way possible with their record selections and problems.

VIRGINIA CLEGG TO DIRECT LOCAL ARTIST PROMOTION

Virginia Clegg has been appointed in charge of distributor and local artist promotion for Columbia Recording Corporation, according to an announcement made by Pat Dolan, sales promotion director.

Miss Clegg will supervise all tie-ups and allied promotion activities between distributors and dealers and artists on tour, secure on-the-spot displays and promotion material for Columbia bands and singers playing theaters, clubs, hotels and ballrooms throughout the country.

Miss Clegg was born in Philadelphia, attended Smith College and, after graduation, joined the College Department of the D. M. Read Department Store in Bridgeport, Conn. Following that, she joined the sales promotion department of the New York Herald-Tribune which she left to write copy for Joslin & Hubbard, Inc., in Bridgeport.

CLEVELAND'S HAWLEY IS SLOGANEER

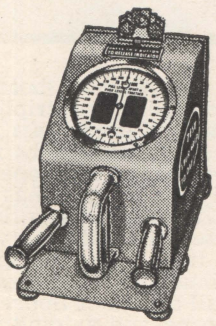
Genial Dan Hawley, Modern Automatic Exchange, Inc., Cleveland, is adding to his reputation as a wit with a series of slogans for Bally Mfg. Co. products, which the Modern organization distributes in this area.

As a sample of his art, Hawley quoted, "Triumph, the game that puts 'umph in collections; Sport Special is really special; Sport King—the king of pay-tables; Charm works like a charm to boost collections; draw the crowds with Royal Draw. The toughest game to sloganize has been Glamour, but it is such a knockout that it doesn't need a slogan. But just to keep in practice, I'm telling operators to earn 'mour' with Glamour. And, believe me, that's 'mour' truth than poetry!"

The little man was tearing down the street at top speed. A long way behind him toiled the landlord of the local inn. At the corner the policeman stood regarding the scene with a smile. "Why didn't you stop him?" panted the landlord as he drew alongside the man in blue. The policeman looked surprised. "He told me you were racing him for the price of a drink." "So I am," shouted the landlord. "He hasn't paid for it."

Breathing through the nose is a healthful practice and then it keeps the mouth shut.

$19.50
Special Prices Lots of Ten or More



A STEADY MONEY EARNER

C. W. PERCY
DISTRIBUTOR
8602 Meadowbrook Road
P-584770
DALLAS, TEXAS

THEY WELCOME INQUIRIES FROM MUSIC MERCHANTS

BOB BLEEKMAN
WURLITZER
DISTRICT
MANAGER
FOR
THE STATE
OF
TEXAS
2931 MAIN STREET
Houston, Texas

W. A. (BILL) BYE
WURLITZER
DISTRICT
MANAGER
FOR
ARKANSAS,
OKLAHOMA AND
PART OF
MISSOURI
809 WORLD BLDG.
TULSA, OKLA.

"YOU'LL MARVEL AT MARVEL," SAYS DAVAL

CHICAGO—Opening with numerous long distance phone calls, wires, letters and personal visits, Al S. Douglis, and Dave Helfenbein, along with Harry LeVine and other salesmen of the Daval Co., Inc., this city, premiere counter game manufacturers, are using election campaign methods to introduce the firm's latest counter game, "Marvel."

You'll marvel at 'Marvel,' " is the way the firm is telling their story to the trade. "It's one of the greatest counter games ever built by us," Al S. Douglis, president of Daval reports, "and that's saying quite a bit when you remember that the trade awarded us gold medals and plaques for the counter games we've manufactured in the past.

"Yes, sir, 'marvel' has everything worth while that everyone has always wanted in a counter game. It's small in size, beautiful in appearance, thrilling in play action, perfect in mechanism and absolutely terrific as a money-maker. In short, it's one counter game that has everything!

"The new features are all there. Some of these have never before appeared. Some are just what the operators have been asking for since the introduction of counter games. The clock we use in place of the pump or dash pot is of the same approved type as has been used on slots for over 40 years. It is located within the rest of the mechanism away from the cash box, but is easily accessible for finger touch for adjusting when necessary to speed up or delay the length of spin of the reels. The cash box is roomy and completely separated from the mechanism. The token payout mechanism is the simplest and best in the business. It's 100 percent better than anything that has ever formerly appeared on the market. The new and much more expensive baked enamel finish is featured on 'Marvel.' It has some features like the entire gum vendor contained in the back door which the operators are wild about. The entire mechanism rides on roller-like studs—not a single screw holding it. Just slide it out and roll it right back in and you don't have to hold the handle in any special position to allow the mechanism to get back into the machine properly. Handle adjusts itself. Take it from me, and we have been known as the "World's leading Manufacturers of Counter Games' for many years, 'Marvel' is the one game that can be termed 'the perfect counter game.'

"We've been at work on this great advancement in counter game construction for many months. We showed it to our leading distributors and to operators and jobbers who visited with us asking for suggestions and criticisms. The other day we showed it to a gathering of some of the best known distributors in the coin machine business and every single one of them acclaimed it, 'the finest counter game ever built.'

"Naturally, after that sort of compliment, we're more than ever enthusiastic over our 'Marvel.' We know that the operators are going to 'Marvel at Marvel'—just as everyone else has done. It's a great game! In fact, the greatest counter game ever built. It must be seen to be appreciated!"

Another Buckley Wall Box installation that is getting top money for some live-wire operator. Distributed in the Southwest by Wall Box Sale Co., Dallas. Collis Irby, manager, says that installations are being placed weekly and that ops are increasing their earnings with the Buckley installations.

Jack Moore Orders New Plane

Jack Moore, popular west coast distributor for Bally Mfg. Co., has ordered a new 6-passenger Stinson airplane in which to cover his territory. Moore is now using a 3-passenger Stinson 105, which will be turned over to the Moore Service Department when the new plane is delivered.

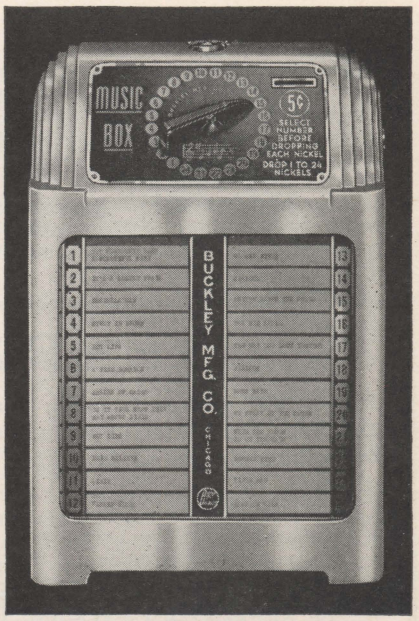
Stranger: "What facilities have you for extinguishing fire in this town?"

Native: "Well, it sometimes rains."

A tutor who tooted the flute
Tried to teach two young tooters to toot;
Said the two to the tutor,
"Is it harder to toot, or
To tutor two tooters to toot?"

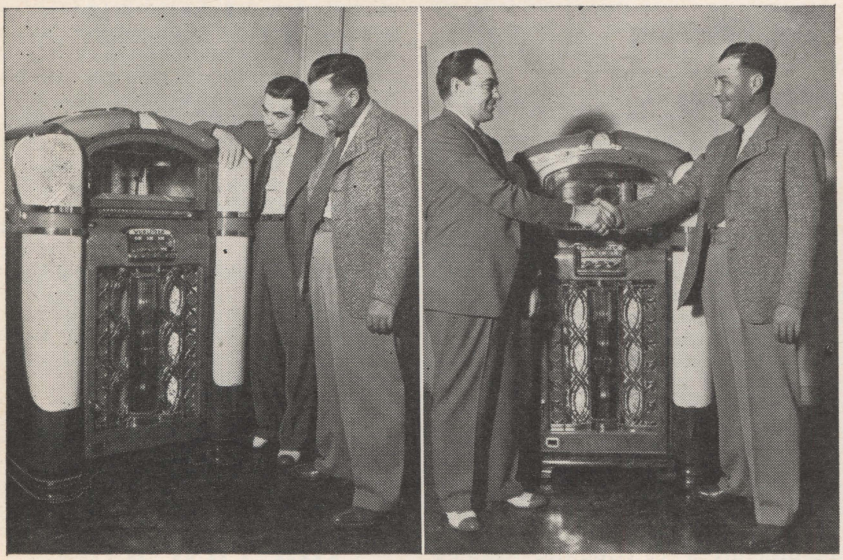
GET KIRK'S
GUESSER SCALE
(PENNY BACK IF YOU ARE RIGHT)
WITH THE "watch your heart beat" FEATURE
ALL MECHANICAL OPERATION
GREATEST LEGAL MONEY MAKER EVER BUILT
C.R. KIRK & CO. 2626 W. WASHINGTON BLVD. CHICAGO, ILLINOIS

MAKE MORE MONEY
WITH
Buckley Music Systems
No better installations are to be had than Buckley. Let us tell you more about it Phone, wire, write or come see us.



WALBOX SALES CO.
COLLIS IRBY, Manager
602 N. ST. PAUL ST.
DALLAS, TEXAS

BERT DAVIS JOINS COMMERCIAL MUSIC



Joe Williams and Bert Davis look over the beautiful Wurlitzer models at the Dallas office of the Commercial Music Company. After making a close examination of the phonographs Bert says, "Shake," there is the instrument I can really sell." Mr. Davis has joined the Commercial Music organization and will manage the Dallas office.

Bert Davis, one of the best known phonograph authorities in the Southwest, has joined the organization of the Commercial Music Company, Wurlitzer distributors, and will be manager of the Dallas offices and salesrooms. The Commercial Music Company, with Joe Williams as President, has offices in Dallas, San Antonio, Houston, Little Rock, and Oklahoma City.

Mr. Davis has had approximately ten years' experience in the automatic coin-operated phonograph industry. He knows the business from every angle and can call almost every Southwest music operator by their first name. Bert, as everyone calls him, will exert every effort toward assisting operators to make more money with their phonographs. He will have charge of the big Dallas headquarters of Commercial Music Company, at 726 North Ervay street, and invites his operator friends to drop in at any time and look over the beautiful Wurlitzer models and inspect the new refinishing and repair department which has just been added to the Dallas offices.

WHIZ! NEW COUNTER GAME OFFERED OPERATORS

Whiz is a new counter game now offered operators everywhere. It is light and compact and easy to handle and place. Can be operated either as a payout or amusement only.

Whiz on location tests has proven to be a real money-maker and operators are high in their commendations for the little game. The game is being distributed by Earl Reynolds, 4116 Live Oak, Dallas, and orders will be filled same day received.

Don't fail to study the half-page advertisement on WHIZ in this issue.

Clerk: "These are especially strong shirts, madam. They simply laugh at the laundry."

Customer: "I know that kind; I had some which came back with their sides split."

The worst wheel of the cart makes the most noise.

"When charity is needed, I'm always the first to put my hand in my pocket."

"Yeah, and you keep it there until the danger is over."

In a Massachusetts graveyard there is a stone having the following inscription: "Here lies Dentist Smith filling his last cavity."

"They have a new dishwasher in this restaurant."

"How do you know?"

"I notice the difference in the fingerprints on my plate."

"Look at that miserable hound. They told me he was a bird dog, and he hasn't sung a note since we've had him."

OPERATORS!

As our entire time is being taken up with our new baseball card, "LOW SCORE WINS," we are discontinuing operating. This lot of tables are clean and in perfect condition. We guarantee each one of them.

	Each
5—Spottem, Free Play, State Tax Paid	$27.50
3—Chrevron, Free Play, State Tax Paid	30.00
4—Variety, Free Play, State Tax Paid	35.00
1—Big Show, Free Play, State Tax Paid	45.00
1—Big Town, Free Play, State Tax Paid	45.00
1—Triumph, Free Play, State Tax Paid	60.00
1—Bally Supreme, Free Play, No State Tax Paid	15.00

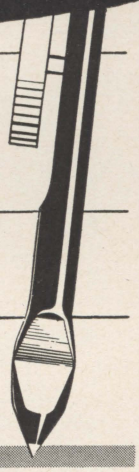
GO GETTER JAR COMPANY, Box 691, Tyler, Texas

TRY IT!

The Amazing New

4000 Play

PFANSTIEHL *coin machine* **NEEDLE**



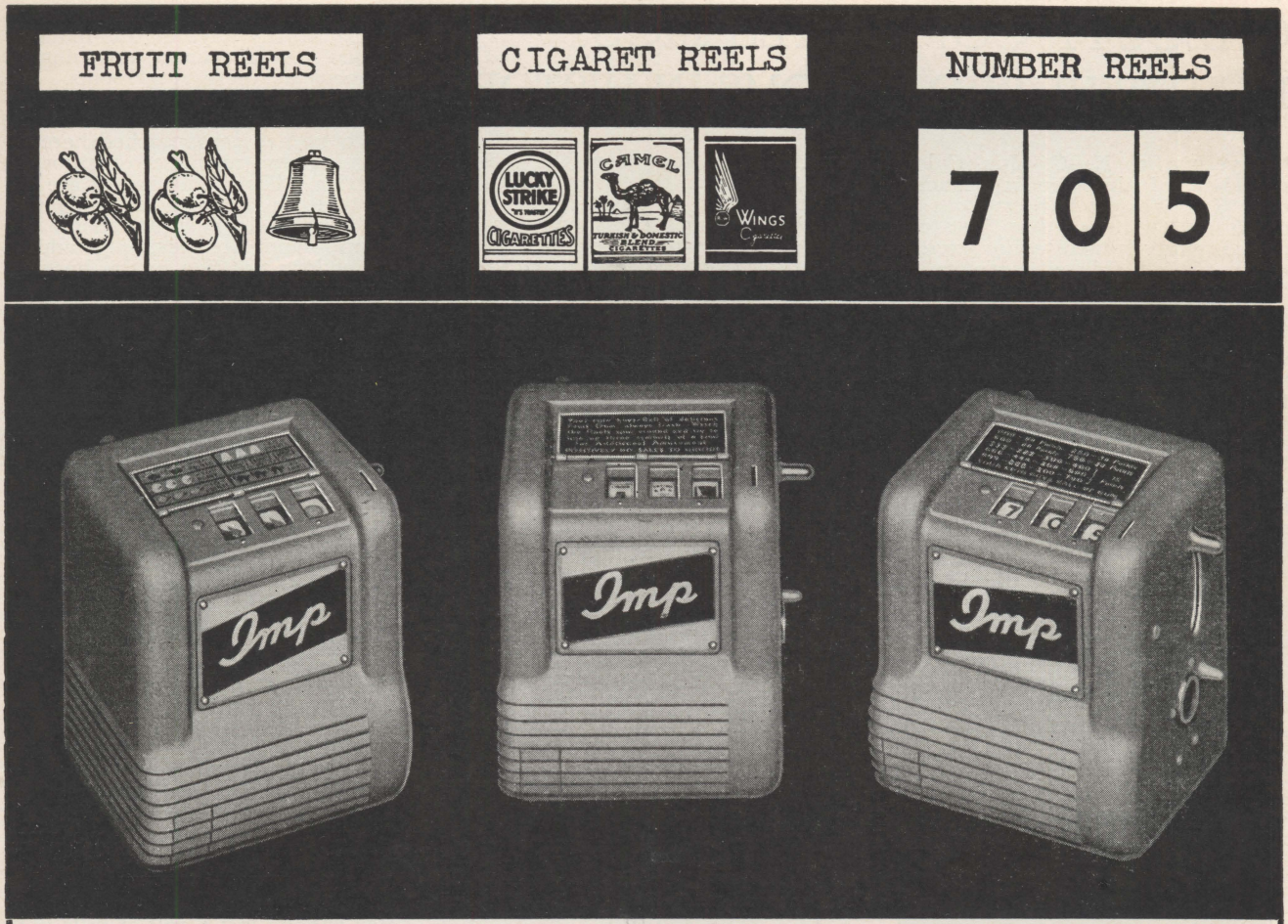
NEEDLE MUST NEVER BE TURNED
One side of staff is purposely made flat for easy, permanent insert. Reduces time and cost of servicing.

POINT WILL NOT BREAK OFF
Eliminates a large percentage of service calls.

POINT IS ROUND AND MADE OF PFANSTIEHL METAL
Assures truer tone quality and less record wear.

Investigate this sensational 4000 play Pfanstiehl Needle today. Try it on a few of your machines. You'll be amazed with its operating superiority.

Pfanstiehl Chemical Company
METAL DIVISION
103 Lake View Avenue
Waukegan, Illinois



Three kinds of play; straight penny play, combination penny and nickel play and straight dime play. Beautifully styled radio cabinet; assorted colors. Shutter type hinged reward signs. Coin meter supplied at $1.50 extra that registers every play made on machine.

Stocked by all jobbers on West coast.

PRICED ONLY $67.50 FOR CARTON OF SIX

GROETCHEN TOOL COMPANY, 124 No. Union St. Chicago, Ill.

SPECIAL TYPE OF TOKEN USED IN GROETCHEN TOKEN PAY-OUT COUNTER GAMES

Having used over 7 millions of Award Tokens in our Token Payout Games during the last three years, states Karl Klein of Groetchen Tool Company, we consider ourselves real experts in giving to operators Payout Tokens which are absolutely cheatproof and defy duplication by anyone.

A word of caution to operators is well warranted, continues Karl, because Payout Tokens which do not have the cheatproof engraving which is an original Groetchen feature, can easily be duplicated by unscrupulous thieves who will then proceed to cash them on locations.

Before buying any Token Payout Game, be sure to be shown the Token used with it and compare it carefully with Groetchen's cheatproof Tokens, to make sure you are getting the maximum protection possible.

The government is best which governs least.

COLORADO ITEMS

DENVER—A good summer season is the forecast of operators and distributors in the Rocky Mountains region. Tourist bureaus in this area have been very active, and an $85,000 fund to attract tourist business has been subscribed to.

With Colorado and its many mountain resorts a real attraction for the tourist, the consensus of opinion is that this will be one of the best in many years for the summer spots. All of the operators expect the usual heavy play on music boxes and in the opinion of most operators pinball games, gun machines, bowling games, etc., will be good money makers.

* * *

L. D. Shulman, of Modern Music Company, says the resort business has been increasing every year and he expects this year to top them all, with pinball and gun machines definitely in the picture.

* * *

J. P. Blackwell, of Western Music Co., looks for a good summer, with music machines carrying most of the load.

Gano Senter, of Denver Sales Co., reports that he believes this year will be the best ever. A survey he made of tourist bureaus indicated the greatest influx of tourists in this area in many years, with advance reservations far ahead of past years.

* * *

Denver Distributnig Co., represented by Gibson Bradshaw, says sales indications of the past week are that all locations will be more profitable from now on.

A politician was interrupted by a man in the crowd, who repeatedly shouted "Liar!" After about the twentieth repetition, the speaker paused and fixed his eye on his tormentor. "If the man who persists in interrupting," he said, "will be good enough to tell us his name instead of merely shouting out his profession, I'm sure we shall all be pleased to make his acquaintance."

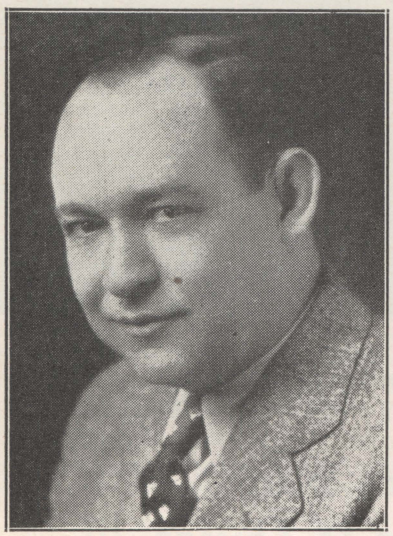
Mike: "How tall is a WPA worker?"

Ike: "I couldn't say, I never saw one stand up."

CALCUTT COMPLETES MOST BEAUTIFUL SHOWROOMS IN HISTORY

▶ Fayetteville, N. C.—Joe Calcutt, president of the Vending Machine Co., "The World's Largest Coin Machine Distributors," has just completed what leaders who have already visited this city are calling, "The most beautiful music showrooms in the world."

According to Joe, "We feel that with the tremendous growth of the music machine business the trend is to more beautiful showrooms everywhere. This is a necessity. The average man that walks into an automatic music display room wants to feel that the surroundings are in keeping with such beautifully designed musical instruments as the Mills Empress and the Mills Throne of Music.



Joe Calcutt

"These showrooms, to our way of thinking, are what the average merchant expects to see. The music machine operator is welcome here any time. He can inspect the machines and hear the story of their mechanism and design and features at leisure and to his heart's content. We want him to feel right at home here. We also want him to feel that the beauty of the Mills automatic phonos is even more outstanding when surrounded by the style it commands."

The use of modernism throughout these showrooms is remarkably well done. They were designed by one of America's leading architectural designers who spent some time in Fayetteville measuring and gauging the space prior to sending in his design. The showrooms are approximately 50 feet long by 35 feet wide.

They are actually showrooms within a showroom. From the inside entrance their beauty and majesty is instantly noticeable. Huge glass walls and full size complete glass doors are featured from an outstandingly attractive reception room. The "Vemco" insignia meets the eye on opening the door from the outside. It is cut into the floor of the reception room in full color.

On entering the showroom the pastel shades of the walls and the blending colors instantly soothe the eye and attract complete attention to the phonos on display. These are all the models of the Mills Empress and the Mills Throne of Music. To one side of the showroom is a lounge where soft arm chairs, table and lamps for reading are available. The other side has a raised platform on which the machines are displayed. All lighting is indirect featuring hidden Fluroescents.

There is a trough of light overhead that turns at the end leading into the private sales offices. This same directional turn is cut into the linoleum on the floor following the overhead trough exactly. From behind the raised display platform of machines light is diffused over the entire back of the machines so as not to interfere with their own lighted appearance but giving sufficient lighting to the showrooms by meeting with the light from the overhead trough.

The showroom is air conditioned and completely ventilated. The air conditioning and ventilation are beautifully designed and actually hidden from the eyes. In general the appearance is so impressive and so beautifully and modernly simple that it instantly captures the eye and wins over anyone that walks into these showrooms.

As one leading coinman who visited the showrooms reports, "These are absolutely the most beautiful in the world. I have traveled from coast to coast and never believed that in all my days in this industry anyone would attempt anything as gorgeous as these showrooms. Joe Calcutt should be given a tremendous amount of credit for the work which he has accomplished here by every music machine operator in America. These showrooms are going to raise the level of the music machine business throughout the country and are certainly adding tremendous prestige to the business from every standpoint.

"I only hope that every operator in the country and everyone else, even remotely connected with the coin machine industry, can visit these showrooms for they will do his heart a great deal of good. These showrooms are more than just showrooms in that sense of the word. They are a perfect picture of the growth of the music machine business and deserves every commendation that this industry can give Joe Calcutt."

Others are just as loud in their praise and the general opinion seems to be that these showrooms are unequalled anywhere for their beauty of design and for their practicality.

Joe Calcutt extended the following invitation, "We hope that every operator, especially those operators in North Carolina, South Carolina and Virginia, will call to see our new showrooms. We created them solely for the convenience of the men in our industry and we want these men to enjoy them."

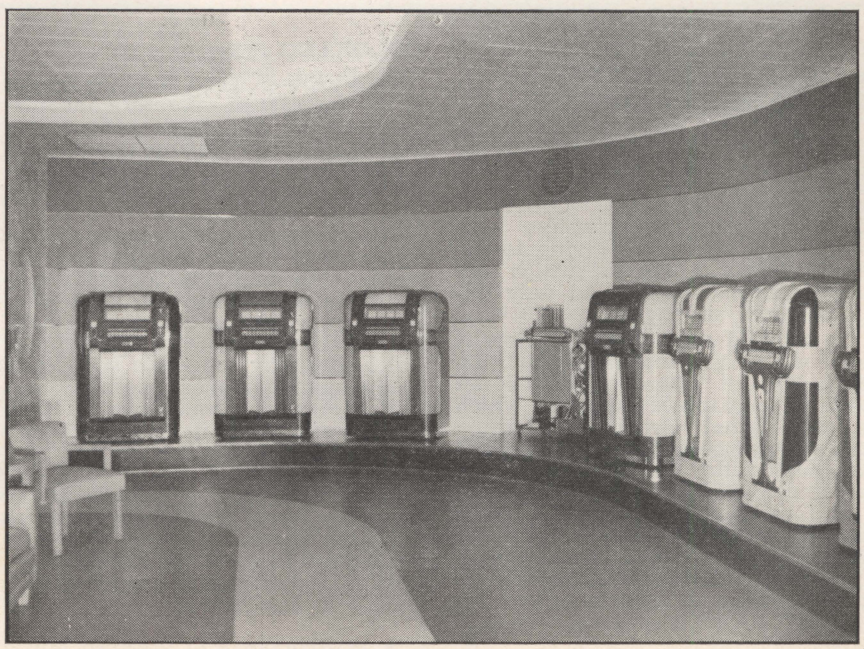
Old Gentleman (in crowded bus): "Has anyone lost a roll of bills with an elastic around them?"

Chorus of Voices: "Yes, I have!"

Old Gentleman: "Well, I just found the elastic."

Victim: "Have you been a dentist very long?"

Dentist: "No, I was a riveter till I got too nervous to work up high."



A section of the attractive phonograph showrooms of the Vending Machine Company, Fayetteville, N. C.

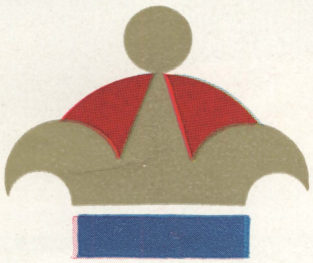
In the Groove!

Mills New Empress is the delight of player, location, and operator alike, because while being so beautiful and inspiring in action, it is so practical and dependable in operation. The astonishing benefits it brings all concerned flow out of its basic design and construction. It is a typically Mills engineered product, made accurately and carefully by skilled craftsmen who have spent a lifetime in fine machine work and precision manufacturing. The Empress is strong, unfailing, economical—its physical beauty is wholly matched by its mechanical beauty. In its basic design, everybody and everything that could be affected or served by it has been considered and that's the real explanation of why it is Moneymaker Number One in its field. *It's in the groove!*

MILLS NEW

Empress

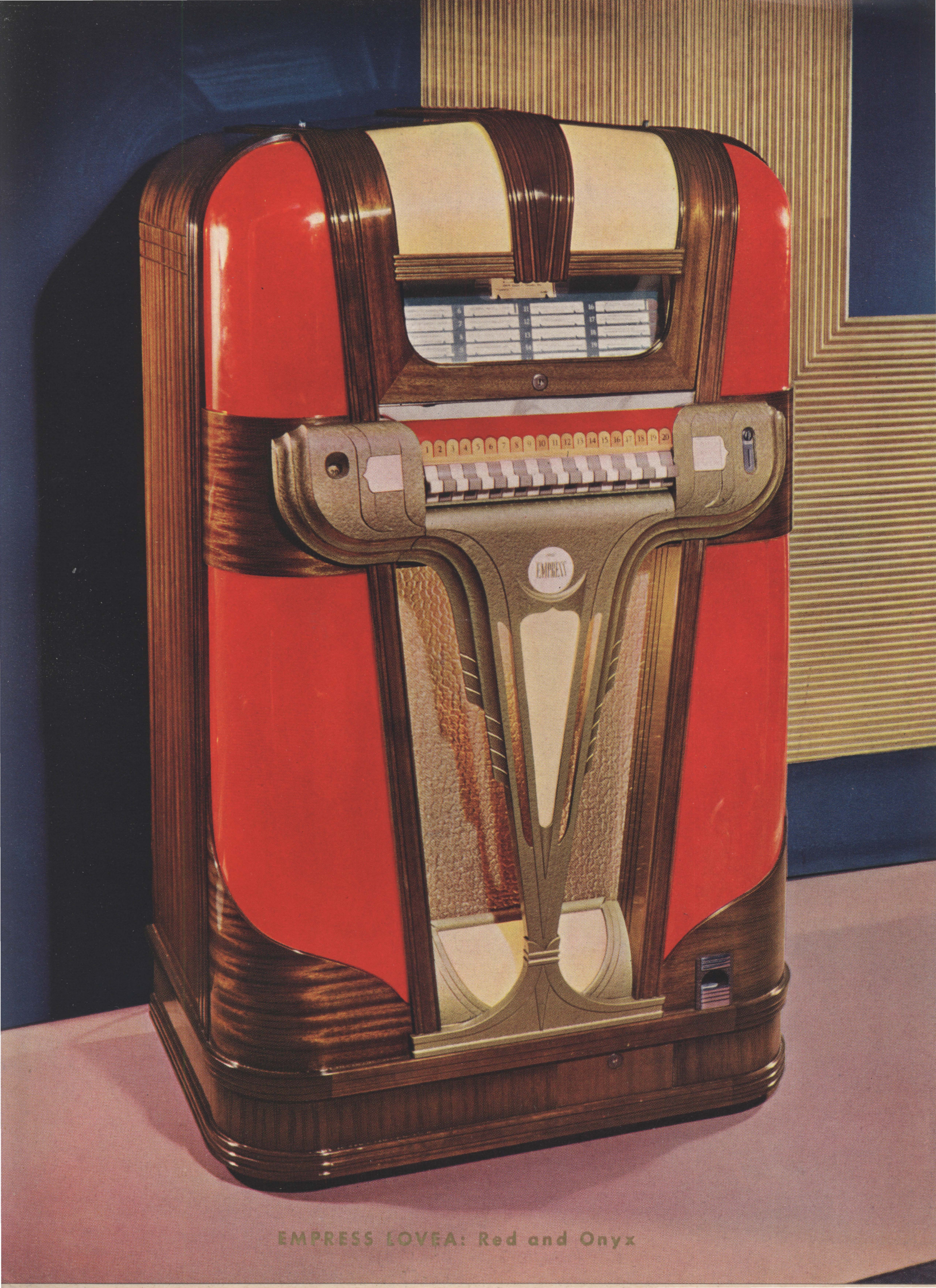
PHONOGRAPH



The Empress gets the play! "More! More!" shouts the public, and the tireless Empress goes on and on—morning, noon, and night—piling up the nickels, dimes and quarters in its capacious cash box. A nationwide study told us that the music-playing public wants *a certain kind of instrument, a certain kind of musical rendition.* An instrument that SWINGS IT with zip and zing, faithful to highs and lows alike, favoring clearness and cleanness in the voice, purity in the tone, swing and rhythm in its tempo. We didn't make the Empress for last year or for five years ago—we BUILT IT FOR TODAY, for today's USE, and for the special, popular musical appetite as 130,000,000 clean-cut votes demand it. Why does the Empress MAKE MORE MONEY? Because it gives people *exactly what they want*—TODAY!

EMPRESS FLORENTINE: Red and Onyx

EMPRESS LOVEA: Yellow and Blue



EMPRESS LOVEA: Red and Onyx

EMPRESS GOLD: Orange and Green

EMPRESS STAGETONE: Yellow and Blue

Smaller Mechanism—Four inches less in width than it was last year. This is the most modern record changer on the market. It has been greatly simplified by re-design and strengthened by the addition of precision steel parts. A perfect piece of engineering.

Stationary Turntable—The turntable is set in place permanently, doesn't move up and down. This insures a solid contact between record and needle. Fly-wheel type, weighs four and one-half pounds, entirely free from vibration.

Sturdy Phonograph—The Empress (along with Mills Throne of Music) is sturdier and stronger than any other phonograph. You don't have to handle it with kid gloves; it stands up under practically all abuse, even plays perfectly while tipped over at an angle.

Astatic Crystal Pick-Up—The finest and most efficient pick-up known. Guards the records against excessive wear.

Lighting—The Empress uses less current than any other phonograph on the market. While the machine is playing and with all lights turned on, it uses only 300 watts.

Speaker—The Empress speaker is a 15-inch speaker especially designed to perform with the Empress baffle and in the Empress cabinet.

Amplifier—This is the source of the famous Mills tone which has never been matched. The amplifying and sound system embody a special layout which is exclusively Mills.

Slugproof Coin Chute—The one and only Mills coin chute, manufactured by Mills Novelty Company and used on hundreds of thousands of our vending machines with a slug rejection record of 99% plus efficiency. The big difference between Mills and other chutes is *Mills will kick out slugs others will take.*

Single Coin Slot—Nickels, dimes and quarters are accepted by the same slot. This is a great player convenience.

Cash Box—Nickels, dimes and quarters drop in separate compartments, thus speeding up collections. The cash box is reached from lower front of cabinet.

Service—The thousands of Empress phonographs which have been playing for the past several months have set up a service record never before equalled in the annals of phonograph operating. Service calls are shown to be at an all-time low. On the Empress all service is from front of the machine; collector doesn't have to move it from the wall.

Fastest Record Loading—You can load new records into the Empress and remove the old records or alter the record arrangement *just about twice as fast* as on any other machine.

EMPRESS

EASY ON THE PLAYER!

Mills Empress is easy on the player! Because the Empress treats him so kindly, it gets his nickels much faster. Look how easy it is to *select!* Piano keyboard selector has twenty keys, each wide enough for the widest finger of the biggest hand. The keys are now of alternating colors, brightly illuminated, to make it even easier for the player to spot the one he wants. He can't mistake one key for the one next to it!

The program is split into four columns of five records each, the number of each record and the title being *directly above* the selection key. The whole selector keyboard is now strongly illuminated, insuring complete visibility even in the darkest of locations.

Any selection may be cancelled before being played. If several selections have been made, individuals can be cancelled without cancelling whole group selected. And when a key is pushed down on the Mills Selector, you can really *see* what selection has been made. The player isn't required to think, work, fumble, sweat or study when asked to drop his nickels in an Empress. On this marvelously considerate machine, *it's pretty hard to make a selection mistake!*

EASY ON THE EYE!

The Empress comes in several models, each of breath-taking beauty, each expressing the new and radically different Empress design, with its buoyant floating lines, big in impression though small in size. The Empress is a blaze of glory in its various color combinations of cabinet, Catalin and illuminated plastic, gives a never-to-be-forgotten thrill in every kind of surrounding. The cabinet is entirely made in Mills own cabinet shop thus guaranteeing a solid construction and a craftsmanlike finish which no other cabinet can match. The Empress weighs only 362 pounds and measures 34 inches wide, 57 inches high, and 23 inches deep. Look over the various models shown in this folder and you'll find just the right one to capture that choice location you are now after. Then rush us your order for immediate delivery.

Mills Novelty Company

4100 Fullerton Avenue, Chicago, Ill.

AP-146 Printed in U.S.A.

ELECTRO-BALL RATES DAVAL MARVEL WORLD'S GREATEST TOKEN PAYOUT

Dallas, Texas—S. H. Lynch of Electro-Ball Company, 1200 Camp Street, this city, who placed one of the largest orders in his firm's history for Daval's newest counter game sensation, "Marvel," token pay-out, reported that in his estimation and in the opinion of his entire organization as well as the many customers of the firm who have already seen the machine it is, "The World's Greatest Token Payout Counter Game."

According to Lynch, "As you probably know we set a sales record on Daval's Penny Pack, which we still believe was the most outstanding counter game that was ever built. This machine earned the greatest profits that operators have ever enjoyed from counter games. It brought the counter game business to its impressive position today. Since Penny Pack we were featuring counter games. First, of course, because our territory did not warrant it, but, second and most important, because we have not seen any counter game that was comparable to Penny Pack mechanically, from a design standpoint and from a money earning capacity.

"Therefore, for two and a half years we have actually been out of the counter game field. But, now we're back in it stronger than ever before since Mr. Douglis of The Daval Company showed us his 'Marvel' token payout counter game. In our humble estimation this is, without any doubt, the greatest counter game in the history of the coin machine business. It has everything that the operator has wanted in a counter game. The finest mechanism that we have ever seen. But of course, that is one thing every operator knows, that Daval builds the greatest counter games. From a design standpoint 'Marvel' is one of the most attractive machines we've ever seen. The baked enamel cabinet means a lot to every service man. The play appeal of 'Marvel' with its perfectly accurate check because of the tokens, has already been proven by us on various test locations. We've never before enjoyed such tremendous profits from these locations as 'Marvel' brought us.

"All we can say at this time is that we are endeavoring to have every single one of our customers place 'Marvel' token payout on their routes for we feel that this is the answer to the greater profits that the men are looking for today. 'Marvel' is going to take a great number of operators all over the country out of the red. It's going to put money in the bank for the men in our territory. We feel that 'Marvel' is really and truly the counter game of tomorrow—today."

Branch offices of the Electro-Ball Company at 1706 Fannin Street, Houston, Texas and 680 Union Street, Memphis, Tenn. report that the tests which they have already conducted prove, "Marvel the greatest money-making counter game we have ever had."

DECCA RECORD HITS

3089—No Name Jive—Part 1
No Name Jive—Part 2
Glen Gray and Casa Loma Orchestra

3151—W.P.A.
Marie
Louis Armstrong and Mills Brothers

3138—For Dancers Only
When the Blue of the Night Meets the Gold of the Day
Bob Crosby and His Orch.

3040—Do You Ever Think of Me?
Jazz Me Blues
Bob Crosby's Bob Cats

3133—Sierra Sue
Marcheta
Bing Crosby with John Scott Trotter & His Orch.

3130—The Woodpecker Song (Polka)
Tavern Waltz
Happy Harry Harden and His Orchestra

3077—I'm Gettin' Sentimental Over You
Coquette
Ink Spots

3078—Sugar Blues
Imagination
Ella Fitzgerald and Her Famous Orchestra

3042—Tuxedo Junction
Salt Butter
Erskine Butterfield and His Blue Boys

String Band With Vocal

5813—You Are My Sunshine
Old Timer
Jimmie Davis with Chas. Mitchell's Orchestra

5820—Baby Your Mother (Like She Babied You)
Roll Along, Kentucky Moon
Jimmie Davis

5737—Leanin' on the Old Top Rail
The Last Trip of the Old Ship
Jimmie Davis

5815—It Made You Happy When You Made Me Cry
In a Shanty in Old Shantytown
Rice Brothers' Gang

5816—I Can't Use You Anymore
I'll Get Mine Bye and Bye, No. 3
Buddy Jones

Race

7722—W.P.A.
I Can't Go for You
Skeets Tolbert and His Gentlemen of Swing

7723—June Teenth Jamboree
I'm Alabama Bound
Louis Jordan and His Tympany Five

7709—Handy Andy
Blue Deep Sea Blues
Blue Lu Barker

7726—Midnight Dream
Ripley Rumbling Blues
Lee Brown

77705—You Run Your Mouth and I'll Run My Business
Hard Lovin' Blues
Louis Jordan and His Tympany Five

DECCA OPENS NEW OKLAHOMA CITY BRANCH

Decca Record Corporation does it again. This time, in order to render music operators in the Oklahoma territory a better record service, Decca opens attractive office in Oklahoma City.

The new branch is located at 217 E. Grand Avenue, and is under the able management of Paul Beardsley, who has been with Decca for quite some time. He will be assisted by H. L. Alexander, brother of Mr. Alexander, manager of the Decca Dallas office.

The Oklahoma branch now gives Decca seven live wire offices for the South and Southwest and other expansion programs are under consideration.

Policeman (to motorist): "Take it easy; didn't you see that notice—'Slow Down Here'?"

Motorist: "Yes, officer, but I thought it was describing your village."

Seven Big Decca Factory Branches to Serve You!

517 Canal St.
NEW ORLEANS, LA.

632 Madison Ave.
MEMPHIS, TENN.

508 Park Ave.
DALLAS, TEXAS

1313 Dallas Ave.
HOUSTON, TEAS

217 E. Grand Ave.
OKLAHOMA CITY, OKLA.

72 Central Ave. S. W.
ATLANTA, GA.

323 E. Bay St.
JACKSONVILLE, FLA.

Be sure you are on our mailing list

DECCA DISTRIBUTING CORP.

NAME AND NUMBER PLATES
"IDENTIFY YOUR MACHINES"

Polished brass or nickel plated plates with your name and address, consecutively numbered, black enamel filled over-all size ¾"x2½". Can have any lettering or numbering on plate within reason.

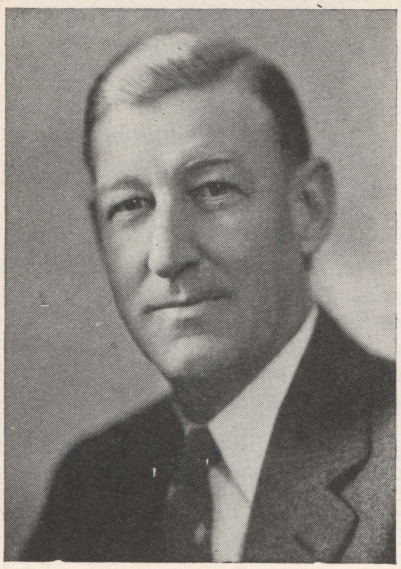
50 @ 7c each—Total $3.50
100 @ 5c each—Total 5.00
250 @ 4c each—Total 10.00
500 @ 3½c each—Total 17.50
Write for Circular on

BRASS TRADE CHECKS

Established 1872

W. W. Wilcox Mfg. Co.

564 W. Randolph St., Chicago



J. A. McILHENNY

WURLITZER TRANSFERS DISTRICT MGR. McILHENNY

General Sales Manager "Mike" Hammergren of the Rudolph Wurlitzer Co. announces the appointment of J. A. McIlhenny as District Manager for the states of South Carolina, Georgia and part of Florida and Tennessee.

Formerly Wurlitzer District Manager for the New England territory and associated with Wurlitzer for many years, "Mac" is recognized by Music Merchants from coast to coast as a man who knows his business from A to Z.

It is Mr. McIlhenny's plan to meet and talk with every music merchant in his new territory as quickly as possible. It was once said that a talk with "Mac" is as good as a tonic so Wurlitzer's Southern Music Merchants have something to look forward to.

Mr. McIlhenny has established headquarters at 302 Barnett National Bank Building, Jacksonville, Fla.

Dear General: "What is a porter on a train? A fellow who makes all the berths?"

Aren't you thinking of a traveling salesman?

HOUSTON

HOUSTON—R. S. Bleekman, Wurlitzer district manager, has moved his office from Dallas to Houston. A desire to establish closer contact with the South Texas operators was one reason Bleekman gave for making the change. He also stated that more Wurlitzer phonographs were sold in Texas during the first four months of 1940 than were sold during the entire year 1939.

* * *

J. W. Williams, former prominent Houston operator, has disposed of his equipment and taken a traveling position with Stelle & Horton. He was assigned to Louisiana territory, working out of New Orleans.

* * *

Early in May the Houston office of Commercial Music Co., Texas music machine distributor, displayed several units of remote-control equipment. The showing included various types of bar boxes, wall boxes, and portable housings for wall boxes as well as cabinet stands for counter model phonographs.

* * *

A. C. Ayo was made office manager of Houston branch Decca distributing Corp., when former office manager Campbell was moved to Atlanta. Lloyd Underwood and Chester Horsman were employed as salesman and shipping clerk, respectively.

MODERN VENDING

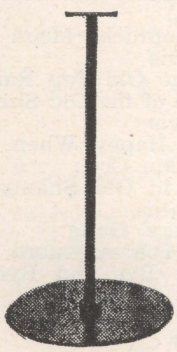
Extremely successful from the start, the Friday afternoon artist-appearance parties inaugurated by Modern Vending Co. of New York are continuing to draw big crowds to the studios of this aggressive distributor.

On Friday, April 12, guest artist was Sammy Kaye of "Swing and Sway" fame together with several members of his organization.

A large group of Wurlitzer Music Merchants was on hand to meet Maestro Kaye, to enjoy Modern's hospitality and to participate in the inevitable discussion of records which resulted in many favorable comments on Sammy Kaye's recent discs.

Not to be outdone, the master of "Swing and Sway" was loud in his praise of the tone and beauty of the 1940 Wurlitzers.

IRON STANDS



FOR PEANUT AND BALL GUM MACHINES

PRICE $1.50 EACH

F.O.B. Fort Worth

Shipping Weight 25 Lbs. Each

F. C. EWING CO.

"THE OPERATOR'S FRIEND"

1414-16 E. Lancaster. P. O. Box 851

FORT WORTH, TEXAS

STEWART & McGUIRE

RECONDITIONED DUALWAY

CIGARETTE MACHINES

8 Double Columns

440 Pack Capacity

Completely rebuilt with the new, improved and tested mechanism. Do not confuse with the first "Dualways" NOT having this perfect mechanism.

FORMERLY SOLD FOR $91.50

NOW ONLY $65

One- third with order balance C. O. D.

Compare Against All Others!

1. Feather Touch.
2. Single Coin Chute
3. Accepts all Nickel and Dime Combinations
4. Vends Free plus 1¢ matches
5. Sells All Priced Cigarettes to 20¢ at the Same Time.
6. 8 Double Columns—440 Pack Capacity.

ORDER A SAMPLE NOW—YOU'LL BUY MORE!!

Vending Machine Exchange

31A, West 60th Street

NEW YORK CITY

(Tel. CIrcle 5-4293)

ED. BROWN, Inc.

IS

Cigarette Vending Machine Headquarters

For the Southwest

NEW AND USED CIGARETTE MACHINES

Phone 3-2229

4605 Lindsley Ave. DALLAS, TEXAS

COMMERCIAL MUSIC CO. SETS UP NEW SERVICE

Joe Williams and his Commercial Music Company, 726 North Ervay Street, Dallas, has established the first and only Wurlitzer Southwest "One Stop" Wurlitzer service, repair and refinishing department.

This live-wire organization saw the need of a complete refinishing and paint shop for all cabinet work and mechanical overhauling. The service will include complete refinishing jobs, a service the Southwest Wurlitzer operators have needed a long time. They will also carry a full and complete line of Genuine Wurlitzer parts with factory trained mechanics for installation of parts and refinishing work.

JOE WILLIAMS

A new display room is being constructed and a good line of used equipment will be on display at all times. Every used machine will be completely overhauled and refinished by their factory trained men.

No doubt Southwest music operators will welcome this new Wurlitzer service and will take advantage of it. The used equipment that will be offered will be of the highest type and offered only after it has been put into top condition.

Joe Williams, president of Commercial Music Company, and his entire staff invites all music operators to visit the Dallas office and look over the new shop and showrooms, which is one of the best in the United States.

PIONEER KANSAS OPERATOR PASSES

John W. Berry, born December 9, 1879, in Marshall County, Illinois, died April 17, 1940, at his home in Burrton, Kansas. His death was a great shock to his family, as he was ill only a few days.

Mr. Berry was one of Kansas' largest operators of merchandise vending machines, having a route of machines which took him into 3 different states. He started operating in September, 1929.

He had a large acquaintance and was well liked and respected by his many business associates and friends. He will be missed by all who knew him. He was an active member of the Kansas Vending Machine Operators Association.

He is survived by his wife, Virginia Berry, of Burrton, and two daughters, Mrs. Pauline Waggoner, Burrton, Kan., and Miss Caroline Berry, Belleville, Kan.

An ounce of loyalty is worth a pound of cleverness.

When a woman's in a hurry, best thing to do is to get out of her way.

OPERATORS
INSIST ON AN AUTOMATIC PHONO NEEDLE WITH
SYMPHONIC TONE

Sample 35c
THE ELDEEN CO.
176 West Wisconsin
Milwaukee Wis.
2000 PLAYS

ANNOUNCEMENT

● The Commercial Music Company is glad to announce the opening of a complete One-Stop Wurlitzer Service and repair Department, which will be located at their Dallas Office, 726 N. Ervay.

● This service includes a complete refinishing and paint shop for all cabinet work. They will carry a complete line of genuine Wurlitzer parts with factory trained mechanics for the installation of these parts and complete overhauling of Wurlitzer machines.

● This will be one of the finest and best equipped shops of its kind for any Wurlitzer Distributor in the Southwest to install where the operators can avail themselves to a complete service.

● We will also have a display room with a good line of Used Equipment, which has been completely overhauled and refinished by their factory trained men.

COME SEE US

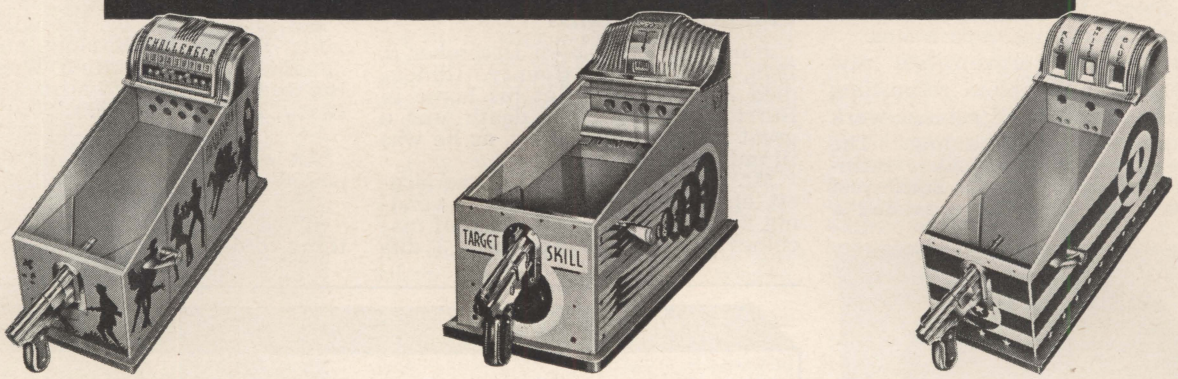
COMMERCIAL MUSIC CO.

Joe Williams, President

PHONE 7-4131

726 No. Ervay St. DALLAS, TEXAS

A. B. T. Manufacturing Corp.
715-723 No. Kedzie Av., Chicago, Ill.



It really does not matter what particular type of target you choose . . . Challenger Model F . . . Red, White and Blue . . . or Big Game Hunter . . . you know before placing them in your location that they are going to do more than any other penny amusement machine you have ever operated . . . legal . . . trouble free . . . consistent . . . an investment that you, too, will consider very sound.

WRITE, WIRE OR PHONE YOUR ORDER

FISHER BROWN, 2206 So. Harwood, Dallas, Tex.

FORT WORTH ITEMS

Dad Johnson has been visiting in Amarillo, and really having a great time and a wonderful rest.

Willard White has opened new offices and showrooms. Willard is now in the phonograph operating business and going strong. He is operating the Mills phonographs.

There will be a marriage in Fort Worth coin machine circles in June. Guess who.

Bob Cowan, that hustling, bustling music operator, is adding wall box installations to a large number of his top spots. Bob goes in for those beautiful Rock-Ola phonos.

Plenty of new WURLITZER phonographs are on location in Fort Worth. Several operators are placing the Wurlitzer instruments in and around the city.

Ernest Walker is certainly one busy fellow these spring days. Ernest is jumping all over the Southwest and is really going places with the International Mutoscope Reel, Sky Fighter and Photomatic machine.

No doubt Casa Manana will liven things up out West Seventh Street way for operators. The big summer show will have a nice run this year.

Sid Johnson, the op who speaks several different languages, is adding new counter equipment to his route.

ADVANCE VENDING MACHINES
SEND FOR CATALOGUE NO. 39
MORE THAN 100 MODELS
ADVANCE MACHINE COMPANY
4647 RAVENSWOOD AVENUE
CHICAGO, ILL.

BALLY MASCOT WINS PRAISE

"When slow collections get your goat," urges George Jenkins, sales manager of Bally Mfg. Co., "try a lucky Mascot! And I don't mean just any old dog, cat, parrot, monkey or other miscellaneous mascot; I mean the greatest Mascot on four legs—Bally's new Mascot convertible free play-novelty game.

"Mascot features high-score, plus 'spottem-skill' appeal, plus the new Mystery Mascot idea—a clever combination of mystery and skill. The four-ways-to-win play appeal has already won praise from operators who have watched how players gravitate to Mascot. As one prominent eastern operator said, 'Mascot means luck in any language, and, when you count your first Mascot collection, you know that Bally's Mascot is the biggest piece of luck that has come your way in years'!"

HEALTHFUL
KORN PARCHIES
STATE DISTRIBUTOR
F. C. Ewing Co.
P. O. Box 857 Phone 2-8648
1416 E. Lancaster FORT WORTH

We like widows because they're friendly.

FLORIDA ITEMS

Picked up from "Needle Point Notes," Official Bulletin of Florida Music Operators Association.

Broward County: The Fort Lauderdale News comments on the numerous parties given by the University of Florida students where music is furnished by automatic phonographs. The Whittle Inn had a robbery. Thelma Baldwin of Pompano was fined for the operation of an electric phonograph during prohibited hours. In Fort Lauderdale, all owners of automatic phonographs are now required to pay an operator's license of $25 and $10 for each machine. The city of Fort Lauderdale has ruled that there must be some limit to the number of locations and barbecue stands serving beer.

Collier County: James Barboo, candidate for governor, promised to put all locations in the state of Florida out of business once he gets into office.

Dade County: Drum Night Club raided for gambling. The Dade County zoning law was upheld by the Supreme Court in Tallahassee. This law was designed to protect residential property in unincorporated areas of the county from night clubs, barbecue stands and the like. Judge Walter H. Beckham, Dade County, favors policewomen, operating in plain clothes as detectives, visiting the locations where intoxicating liquors are sold. These policewomen would not make arrests, but would procure evidence for prosecution. Senator Ernest R. Graham, of Miami, seeks a liquor license ban again the La Paloma Club. Graham wrote Governor Cone a letter. Fred Pine, candidate for legislature, and former county solicitor of Dade County, is being linked with the La Paloma Club. Al Youst, manager of the Club, has several charges pending against him. The Royal Palm Club is closed. Judge Gomes of the Circuit Court issued a temporary injunction against gambling at the club. The club has closed all phases of its business, and Arthur Childers refused to give any reason for the closing of the club.

Duval County: A group of high school girls made an appeal for chaperoned locations for high school age boys and girls.

Escambia County: The Pensacola Journal tells of the removal of certain negro locations which were near the white business section, thus eliminating the necessity of white school children having to pass the locations. Mary Harvell ordered to close her location and leave town on account of disorderly conduct at the location. The officers of the Army, Navy, and Marine Corps plan a conference with the city and county officials with the idea in view of the eradication of some objectionable locations. The city officers of Pensacola are compelling frequenters of bars and dance halls and beer gardens and other rendezvous to undergo physical examination and treatment if necessary for venereal diseases.

Marion County: Three candidates for constable all say that there are undesirable locations in Marion County that they will close if elected.

Pinellas County: In the column "On the Records" in the St. Petersburg Times, the author, Alice Whitman, devotes the entire column to the records that the modern automatic phonographs have made popular. She says also that technical improvements responsible for the comeback of records also had a part in a remarkable change in American cultural standards. Among the most distinguished records of the year are Beethoven's "Second Symphony" and Debussy's "Nocturnes" by the Philadelphia orchestra, directed by Leopold Stokowski. Arturo Toscannini and the NBC symphony orchestra have given perfect performance in three 12-inch records of Mozart's "Symphony No. 40 in G Minor." Three articles, one in the Clearwater Sun in regards to an order being issued by Judge John U. Bird upon a complaint by neighbors around the Hi Hat, that the Hi Hat be closed at 1 o'clock every week night and 2 o'clock Saturday night. Article in the St. Petersburg Times headed by a cartoon showing two Seminole Indians dancing to the strains of an automatic phonograph, and the caption underneath the picture read: "Tribal Jook Organ."

Polk County: The Big Apple amusement spot near Winter Haven was robbed of $25 by thieves remaining in the place after it was closed. A negro was attempted to be arrested at a negro location near Lakeland, and it was necessary to blackjack him.

Palm Beach County: In the col-

WORLD'S FIRST ROCK-OLA "DIAL-A-TUNE" REMOTE CONTROL INSTALLATION. Mr. Emet R. Morris, proprietor of the "Morris Grille System" in Indianapolis, Indiana, says: "I've been in business at this location for three years giving 24-hour service. Our phonograph has seldom earned more than an average of $8 per week. Now, after two weeks with Rock-Ola Remote Control and Luxury Lightup Phonograph, the average has jumped to $61 per week."

F. C. EWING CO.
The Operator's Friend
Triple Cleaned No. 1 Spanish
PEANUTS, 1939 CROP
The Nuts With a Flavor
Blanched Virginia Peanuts and Cashew Nuts
Fancy Grades for Vending Machines
WRITE FOR PRICES
1414-16 E. Lancaster. P. O. Box 851
Phone 2-8648
FORT WORTH, TEXAS

BALL GUM
ALL SIZES
FLAVOR THRU and THRU
PERFECTLY ROUND
Watta Polish
Protective Packing
AMERICAN CHEWING
128 Mt. Pleasant
NEWARK N.J.

DISTRIBUTED BY:
M. T. DANIELS CO., 1027 University Ave., Wichita, Kan.
F. C. EWING CO., Box 851, Fort Worth, Texas

umn by Fenwick Cole in the Palm Beach Times, the author relates an interesting story. It seems that there was a negro location and a negro church in West Palm Beach's negro section, separated from each other only by a few vacant lots. The good brethren of the church objected to the goings-on around the "jook joint," and get the jook owner's dander up. Seems, too, there was something about taxes, taxes imposed on the church property before the church was built, when it automatically became exempt from taxation, and everybody had forgotten about those old taxes—except the negro jook owner. He had the taxes put up for auction under the Murphy Act and then bought them in by running the bidding up to $80. Now the negro who owns the jook joint also owns the church, and he's not hearing any fussing from the good brethren.

Volusia County: A. H. Bechtol of the Florida Coin Machine Exchange announced that by fall nickel-in-the-slot movies will be introduced. The prep squad staged a dance at the gym at Daytona Beach, at which can automatic phonograph was used.

MAILOMAT A BIG HIT

The "Mailomat," new coin-operated U. S. letter box scored a hit for Uncle Sam's post office at "The Parade of Inventions," the Commerce Department exhibition held recently in Washington to celebrate the sesquicentennial of the U. S. Patent System.

Meter readings, released showed that visitors poured 13,163 souvenir post cards and letters through this "self-service post office," which stamps, postmarks and mails your letters without adhesive stamps, all at the drop of a coin and the twist of a dial. Public demonstrations were on a try-it-yourself basis. The manufacturer, Pitney-Bowes Postage Meter Co., which developed the streamlined public mailing device in co-operation with the U. S. Post Office Department provided a large goldfish bowl full of bright, new pennies, fresh from the mint for free postage money.

These and some thirty thousand descriptive post cards were quickly gobbled up by a miniature world's fair crowd, eager to try this "mailing of the future." So constantly was it in use that the demonstrators had to run it with a back plate removed to keep the motor cool. Following this Washington appearance, the "Mailomat" will resume its general public test service in the lobby of New York's general post office, according to company officials.

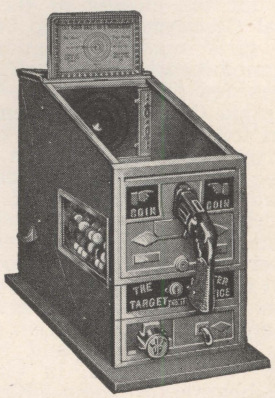
Robbins' "Automatic News" Full of Ideas for Operators

Operators who are interested in making more money are invited to write or call for copy of the "Automatic News" just issued by D. Robbins & Co., Brooklyn, N. Y. The latest issue contains full details of two new ideas in machines that should help every operator increase his earnings. One of the ideas refers to a merchandising machine with a "stimulation device" that has unusual player appeal. The other idea is in connection with coin operated phonographs. If you have never operated phonographs, this plan originated by Dave Robbins, will show you how to meet and beat all competition with a low priced phonograph. A copy of "Automatic News" will be mailed free to readers of this publication, by D. Robbins & Co.

HULA GIRLS enjoy cold drinks from one of many BALLY BEVERAGE VENDERS operated by Del Barkhuff in Honolulu and other parts of Hawaiian Islands.

ADAMS GUM MACHINES AT NEW REDUCED PRICES

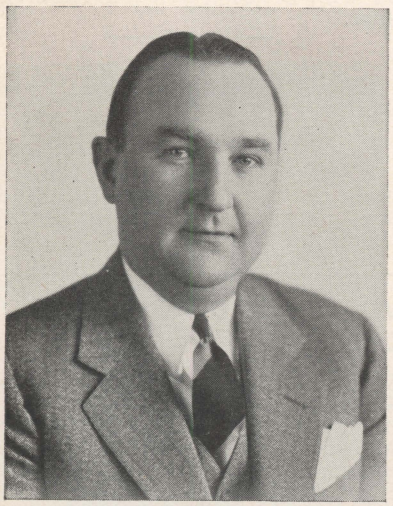
Stewart & McGuire recently sold out their entire lot of new six column Adams 1¢ stick gum vending machines. The purchaser was D. Robbins & Co., Brooklyn, N. Y. These machines are now being offered to operators at reduced prices. Only a limited quantity are available. Dave Robbins claims that these machines are the handsomest gum vendors ever manufactured. They can be placed on counters, against a wall or on a floor stand. In addition to their modern appearance, which makes them easy to place in the finest locations, the Adams gum vendors are equipped with coin slots that reject practically all slugs and washers.

"MASTER"
You'll Make Money, Too,
IF YOU OPERATE THE


TARGET PRACTICE
WRITE FOR DETAILS
The Norris Mfg Co.
COLUMBUS, OHIO

WURLITZER APPOINTS WEDEWEN DISTRICT MGR.

Coincident with the announcement that Wurlitzer District Manager Ted Breck had been shifted to Managership of the New England States, M. G. Hammergren announced the appointment of Breck's successor in the west as Herb Wedewen.



HERB WEDEWEN

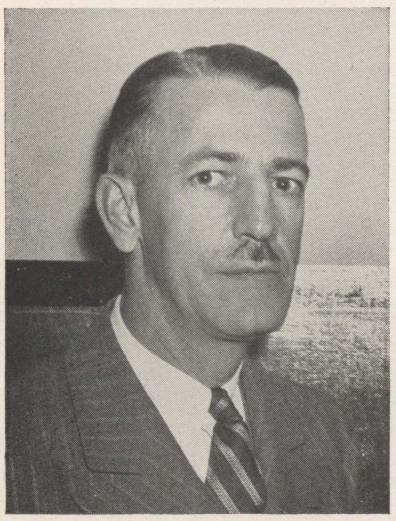
"With many years of experience and background in the Wurlitzer organization, I feel that Herb is well qualified to represent the sale of Wurlitzer Phonographs in this territory," stated Mike Hammergren.

Wedewen's territory will consist of Wyoming, Colorado, Utah and New Mexico with headquarters at 2078 Eudora St., Denver, Colo.

As is the custom in the Wurlitzer organization Mr. Wedewen will personally call on every Music Merchant in his territory within the near future.

WURLITZER APPOINTS BRECK NEW ENGLAND DISTRICT MGR.

L. T. (Ted) Breck, formerly Wurlitzer District Manager for Colorado and the Rocky Mountain States has been appointed District Manager for the New England States according to an announcement by Wurlitzer General Sales Manager "Mike" Hammergren.



L. T. BRECK

Mr. Breck's new territory will include all of New England with the exception of Fairfield County in Connecticut.

Previous to joining the Wurlitzer Company, Ted was Eastern Division Manager of the Norge Division of Borg-Warner. In that capacity he gained a considerable reputation in the merchandising field.

Mr. Breck will have his headquarters at 61 Bright Road, Belmont, Mass. However his wish to meet individually every Music Merchant in the New England territory precludes his being at this address for any extended periods.

"Ted is a live wire and a great believer in personal contact," states Mr. Hammergren. "He's no man to sit behind a desk and every Wurlitzer Music Merchant throughout New England can count on a call from him before many weeks have passed."

The teacher was explaining the difference between the stately rose and the modern violet. "You see, children," she said, "a beautiful, well-dressed woman walks along the street, but she is proud and does not greet anybody—that is the rose. But behind her comes a small creature with bowed head—" "Yes, miss, I know," Tommy interrupted, "her husband."

WHIZ

THE 1940 SENSATIONAL MONEY-MAKER

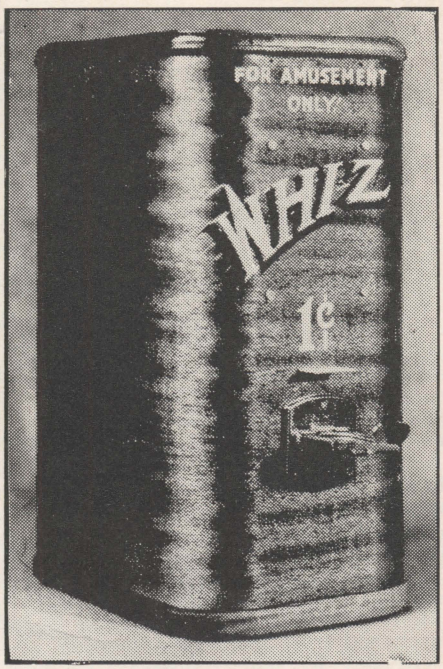
$12.75

F.O.B. DALLAS With One FILL

REFILLS

Refills cost $1.00 per 1000. Refills come 200 to the pack. Machine holds 200.

Remember— This machine can be operated as amusement only or as a payout.



1¢ or 5¢ ABT COIN CHUTE

SIZE
13¼ in. High
6½ in. Wide
7½ in. Deep
Weight 5¼ Lbs.

Operators gets a square deal on this machine. Absolutely no chance to pencil operator. Operator controls the payout.

Can be operated for either amusement or cash payout.

- CASH BOX HAS INDIVIDUAL LOCK.
- YOU CAN'T BEAT THIS LITTLE MACHINE FOR A STEADY MONEY-GETTER.
- SPECIAL PRICES TO DISTRIBUTORS AND JOBBERS

Rush Your Order Today. Give This Machine a Trial Without Delay.

Write, Wire or Phone Your Order To

EARL REYNOLDS DISTRIBUTING CO.

4116 LIVE OAK ST. Phone 8-9023 DALLAS, TEXAS

G&G TELLS FAITH IN GROETCHEN'S IMP

Chicago—Max Glass, of the distributing firm of Gerber & Glass, Chicago, announced this week the plans of his firm in regard to the Groetchen Tool Co. counter game, Imp. "We've said over and over again," stated Glass, "just how much we think of Groetchen's counter machine, Imp.

"Sales on the sensational three-reel machine have been soaring since the day it was introduced. To show that we are sincere in our praise of the machine we are making one of the best offers ever made.

"Our experience has shown us that Imp is one of the biggest money-making machines of this type ever offered. Operators who have purchased Imps from us report that the earnings have been even higher than they believed possible.

"Another important feature of Imp is the fact that it is absolutely dependable from a mechanical standpoint. Imp has been on locations for some weeks and has proved its tremendous value in operation. That's the test of any machine. If it stands up under hard usage, it is mechanically sound.

"Because we have seen for ourselves what a really great machine Imp is, we have decided to make this unusual offer to coinmen. We will buy back, six months from date of sale, all Imps purchased from us. Furthermore, we will pay 50 percent of the original sale price for all Imps we buy back," concluded Glass.

METAL TYPER POPULAR IN ARCADES

Chicago—Metal Typer, metal disc stamping machine, manufactured by the Groetchen Tool Co., is experiencing an increased demand at the present time, according to Groetchen officials, due to the annual equipment demand by arcades, parks and other outdoor locations.

Arcades at the present time are arranging for the influx of spring and summer crowds. According to reports, practically all are planning to install Metal Typers. Aside from the general utility of the machine, the appearance has a definite appeal to arcade patrons. The machine is finished in hammerloid with chrome trimmings and is set in a solid walnut cabinet for contrast.

Metal Typer's simplified mechanism and simplified design have made it easy for anyone to operate and is supplying the expanding market for metal stampings as furnished by the Metal Typer. Identification tags are in great demand for many uses. Luggage identification, locker-room tags, Social Security numbers, pocket identification pieces and a myriad of other uses—all are supplied by the Metal Typer, said officials.

Aside from the utility, they explained further, there is the definite novelty to the idea of stamping name and address or other data on the disc. Thousands of people, from the sheer enjoyment of creating something, will deposit their nickel for the privilege of using the machine, Groetchen officials believe.

Metal stamping machines have been in use for as long a time as coin machines have been in existence. The Metal Typer, a beautiful and simple machine, is the answer to cashing in on the demand for metal stampings, Groetchen executives claim.

Take your house number and double Add 5. Multiply by half a hundred. Then add your age (no cheating!). Add the number of days in a year. Subtract 615. The last two figures will be your age; the others, your house number. Gosh; it works!

Please Mention Automatic World
When Writing Advertisers

Cigar Tax Nets $40,000,000

Washington—Cigar revenue collected by the Bureau of Internal Revenue, Treasury Department, during February amounted to $900,-677.53, according to figures released last week. This total compares with $863,802.57 collected on cigars during the same month in 1939. Cigarettes were a source of $39,488,-569.78 revenue in February, compared with $35,345,829.49 collected last year.

Shrewd

"Yes, this book will do half your work."

"Okay, I'll take two of them."

Most of the girls who work in night clubs are sentimentalists. They save their old costumes by pasting them in a scrapbook.

PROGRESSIVENESS WINS COX WURLITZER DISTRIBUTORSHIP IN NORTH CAROLINA

▶ M. G. Hammergren, General Sales Manager of the Rudolph Wurlitzer Co., announces the appointment of the Cox Vending Machine Co. as Wurlitzer Distributors in Salisbury and Charlotte, N. C.

Located in Salisbury for the past 10 years, the Cox Vending Machine Co. will open a branch in Charlotte immediately in line with an expansion policy made necessary by the rapid growth of this organization.

"This expansion," explains Mr. Hammergren, "is a tribute to the progressiveness of the energetic head of the Cox Vending Co., Mr. L. F. Cox. A tireless worker and a man with unbounded faith in the future of the automatic music business, Wurlitzer is counting on the Cox Vending Machine Co. to be one of its most active distributors. Mr. Cox knows the problems of the music merchant and he knows Wurlitzer Phonographs from A to Z. He is a live wire himself and he has built up a hard hitting organization."

Both branches will carry a complete line of parts and accessories and be fully manned to serve the needs of Wurlitzer Music Merchants in this section of North Carolina.

In commenting on the appointment, Bill Deaton, Wurlitzer District Manager stated: "L. F. Cox will go places under this set-up just as he has in the past. I am very happy, as is everyone at Wurlitzer, over his appointment as a distributor."

Ernie Petering, Wurlitzer Assistant General Sales Manager, and Bill Deaton, Wurlitzer District Manager for Virginia, North Carolina and part of West Virginia, complete the arrangements with Mr. L. F. Cox making his company a Wurlitzer Distributor.

A RENEWED INVITATION

From

COIN MACHINE INDUSTRIES, INC.

Permanent headquarters of C.M.I. are maintained in Suite 323-324 Hotel Sherman for the benefit of Operators, Distributors and Jobbers from anywhere in the whole wide world whenever they may be in Chicago either for business or pleasure.

JAS. A. GILMORE

In all sincerity we renew our invitation to come in and get acquainted or renew acquaintances whether we can do anything for you or not. We guarantee to place the facilities of our office at your disposal. Current copies of all coin machine trade journals are always available. You may use our telephone for local calls. You may dictate letters to our stenographer. Any advice or information you are seeking about the coin machine industry we will give you or get it for you if we do not have it—provided, of course, that it is obtainable. In fact, any service we can render to make your visit to Chicago happier or more successful will be cheerfully furnished.

This invitation is not an idle gesture—we mean it and will welcome the opportunity to prove our sincerity. It is a part of the policy of Coin Machine Industries, Inc., to co-operate with Operators, Distributors and Jobbers for their own benefit and incidentally for the benefit of the industry as a whole.

The better we are acquainted the easier it is to take an interest in each other's problems.

JAS. A. GILMORE,
Secretary-Manager.

A proud parent called up the newspaper and reported the birth of twins. The girl at the desk didn't quite catch the message over the phone. "Will you repeat that?" she asked.

"Not if I can help it," was the reply.

Here we have Pete Romano of the Birmingham Amusement Company rushing out title strips on the latest Decca hits. Pete has a big operating business in the Alabama state.

BLEEKMAN TO HOUSTON WURLITZER HEADQUARTERS

Robert S. Bleekman, District Manager for Rudolph Wurlitzer Company, is now located at 2931 South Main street, Houston, Texas, where he has opened his headquarters. Bob, as he is known to Southwest music operators, welcomes all of his friends and operators to drop in at any time and go over their problems in their respective territories.

WURLITZER'S W. A. BYE HEADQUARTERS IN TULSA

W. A. (Bill) Bye, Wurlitzer District Manager for Arkansas, Oklahoma and part of Misouri, has headquarters at Tulsa, Oklahoma, 809 World Building.

Bill welcomes inquiries from music merchants and extends a hearty welcome to all music operators to make his place their headquarters when in Tulsa.

"Papa, I betcha I know why mosquitos bite you more than they do other people."

"Why, my child?"

"Because, if you have high blood pressure, like the doctor says you have, they don't have to suck so hard."

Reporter: "Well, boss, I've got a perfect news story!"

Boss: "The man bit the dog?"

Reporter: "Naw, the bull threw the congressman."

Money is a good servant but a dangerous master.

Phonograph Operators

The 1940 VELVETONE 2000-Play Needle

Is Now the Peer of Them All.

IT'S DIFFERENT

L. E. TURNER

1228 Park Row Bldg.

NEW YORK, N. Y.

W. H. NEWELL, Owner **JIMMIE TEMPLE, Mgr.**

FORTEX SALES COMPANY

282 West 13th Street, Phone 2-5422 FORT WORTH, TEXAS

Jobbers and Distributors of all kinds of Punch Boards.
We do not operate any punch boards and nobody has authority to use our name or operate under it.

OPERATORS—When in need of anything in our line come see us or write, wire or phone your orders.
Always the best in Punch Boards.

"BABE" KAUFMAN VISITS WURLITZER PLANT

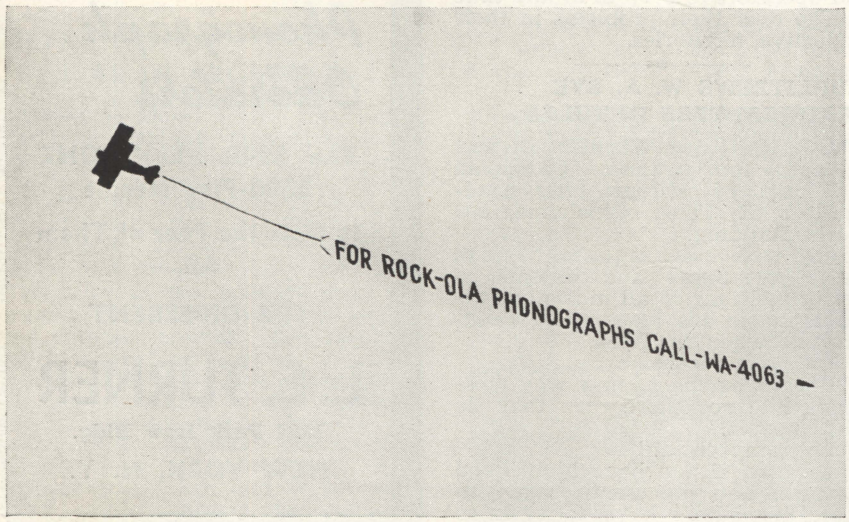
Ernie Petering, Wurlitzer Assistant General Sales Manager, and John Schwartz, Assistant Sales Manager, hear "Babe" Kaufman say, "My operation proves it—Wurlitzer's the Winner."

Envy of many a male Music Merchant, "Babe" Kaufman's New York City operation grows steadily and profitably year after year.

Success is no novelty to "Babe" but the success she is enjoying with Wurlitzer Counter Model Phonographs is so great that she couldn't hide her enthusiasm.

Says "Babe," "Any Music Merchant who can't make money with those little beauties had better get out of the business. I have plenty of them in good spots and they quickly pay for themselves and profit besides. Locations like the built-in speaker feature, too, that makes them complete automatic phonographs."

With these pearly words of wisdom, the industry's most prominent lady Music Merchant, headed homeward with a promise to be back again soon. "And," she added, "at the rate things are going it will be with another substantial order for the biggest earning instruments I ever operated—1940 Wurlitzers."



The winner is . . . . "Well, you know who won the Derby," says Carl A. Hooper of Louisville, Distributor of Rock-Ola Luxury Lightup Phonographs. "But here's another winner, R-O-C-K-O-L-A!" The above plane, chartered by Hooper, is shown flying over Churchill Downs on Derby Day advertising Rock-Ola Phonographs. (Note the telephone number).

Proving that we have a sense of humor, we pass on to you a squib which we read:

BANK: An institution where you can borrow money if you present sufficient evidence to prove that you don't need it.

The man who makes no mistakes does not usually make anything.

Caller: "Your baby surely is a cute little rascal. Doesn't he take after his father?"

Mother: "Well, yes, in a way. His father is not so cute but much more of a rascal."

He that wrestles with us strengthens our nerve and sharpens our skill. Our antagonist is our helper.

WANT ADS

5c a Word Cash With Copy

JOBBERS WRITE US

Largest stock in Central West. We are distributors for the major companies. Latest price lists upon request. Many exceptional bargains. Advise your requirements. Marion Company, Wichita, Kansas.

USED MACHINES, BIG STOCK. Write for list. Send for Goodbody's Bulletin, it's free. Supplies and new machines. We ship promptly. Goodbody, 1824 E. Main Street, Rochester, N. Y. (Reg)

FOR SALE—Eight Kirk 1940 Model Guess Your Weight scales $125 each, used ninety days. Will trade phonographs for A.B.T. Pistol Target Counter Games. Have several Watling late model scales. Low prices to the trade. Five new shockers, 4-1¢ play, $7.00 each; 3-way Gottlieb Grip machines, first class used, $10.00 each, $1.00 down, bal. C.O.D.; 20 tall white Mills scales, good condition each. C. W. Percy, 8602 Meadowbrook Road, Dallas, Texas.

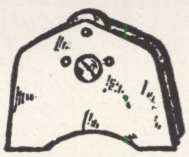
For sale or trade 5 Evans Ten Strikes, perfect condition, bargain. Novelty Sales Company, 2937 Mt. Vernon Ave., Ft. Worth, Texas.

Skeptic Miss: "Can this coat be worn out in the rain without hurting it?"

Fur Salesman: "Lady, did you ever see a skunk carrying an umbrella?"

Prosperity makes friends and adversity tries them.—Plautus.

ROLLER BEARING



Percentage Regulators

Made of case hardened steel with steel rollers. They fit perfectly on the star wheel of Mills, Pace, Jennings or Caille machines.

When ordering, state make of machine, also whether 10 or 20 teeth on star wheel.

PRICE

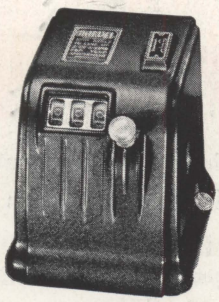
50c Each; $5.00 per Dozen

$32.50 per Hundred

M. T. DANIELS

1027 University Avenue

WICHITA, KANSAS



You'll marvel at . . .

MARVEL

World's Smallest

TOKEN PAYOUT COUNTER GAME

ALSO TOKEN RETAINER MODEL

$32.50

With Ball Gum Vendor $34.00

DAVAL

2043 CARROLL AVE., CHICAGO

Northwestern

A SENSATIONAL HIT!

The Model 39 Bell

The bell rings and the customer gets penny back on every tenth play. This feature is proving a sensation everywhere. Operators are cashing in with Northwestern 39 BELL. You can do likewise. Order your sample machine today and then you'll order a hundred. Slightly higher of course but worth it.

NORTHWESTERN 39

● Without question this Northwestern 39 is the world's best all purpose vender. It has every feature for smooth and accurate vending of bulk products. Adjustable portions, large opening on top of globe which permits easy cleaning and a wide variety of popular colors are just a few of the many features of model 39.

YOU CAN'T GO WRONG ON THE ABOVE MACHINES. YOU'LL F I N D THEM TOP MONEY EARNERS YEAR IN AND YEAR OUT.

NORTHWESTERN 33

BALL GUM VENDER

● for real ball gum profits this model 33 will do the job. Remember, you can sell good ball gum easier than you can give away cheap gum. This little silent merchant sits on location day and night and keeps the pennies coming your way. It is truly the dependable staple machine—the year 'round money maker.

LIBERAL TRADE IN ALLOWANCE

TRADE-INS ON ALL TYPES OF PENNY VENDERS. SEND US A LIST OF WHAT YOU HAVE AND WE WILL NOTIFY YOU OUR ALLOWANCE.

SPECIAL 26 POUND STAND $1.75

USED VENDERS IN TIP-TOP CONDITION

5—No. 33 Porcelain, Excellent Condition	$4.50 Each
25—De Luxe Red Porcelain	6.50 Each
4—Triselectors, Like New	12.50 Each
10—Model M Porcelain Columbus	3.50 Each
6—Model 21 Porcelain Columbus	3.00 Each
2—Model A Lacquer Columbus	2.50 Each
14—Masters, 1 Porcelain and Chrome	2.50 Each

Get Prices and Samples on Our CHEF Brand Spanish and Jumbo Peanuts, Cashews, Almonds and Boston Baked Beans

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